

Workshop

The Art of Making and Breaking Habits



Islamic Circle of Australia and New Zealand || www.icandawah.org
Perth, Nov-Dec 2017

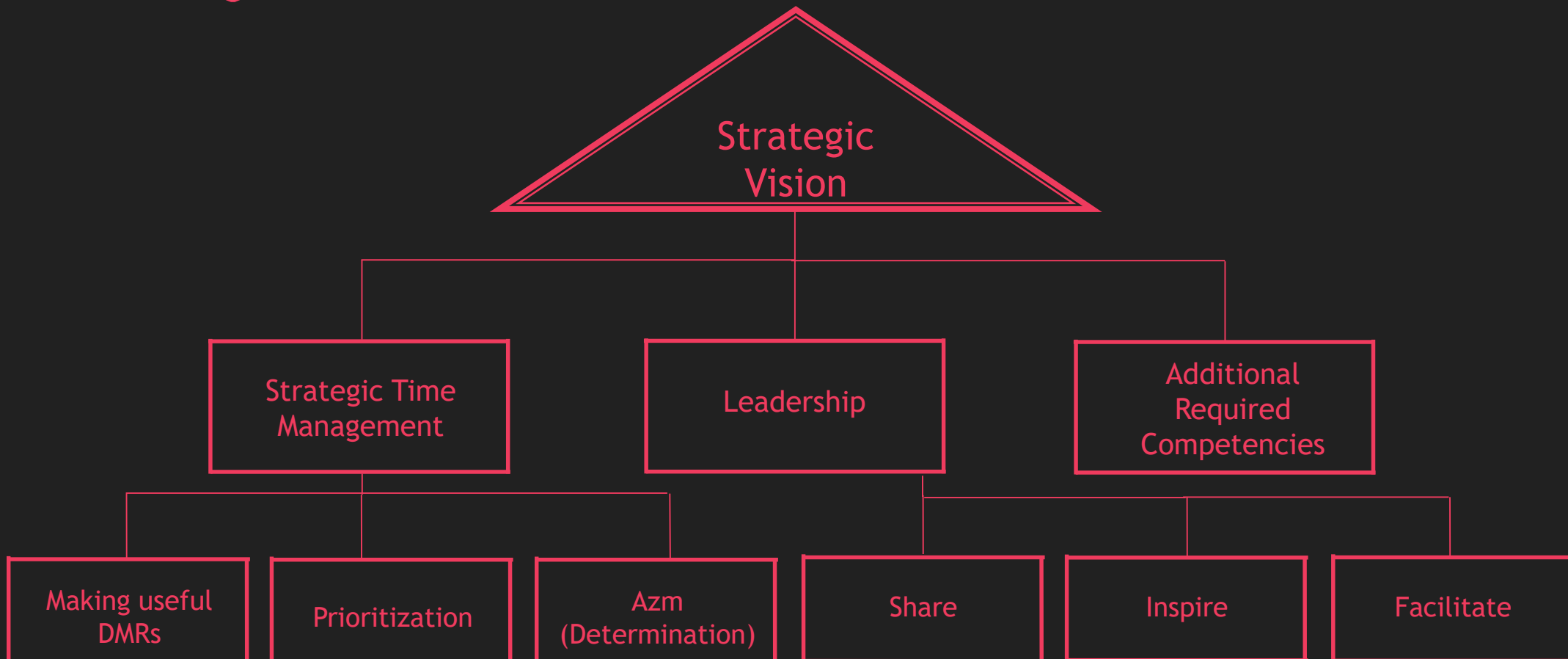
Let us introduce ourselves?

- Name
- Where were you born?
- Where did you do your schooling?
- Your higher education?
- Where do you live?
- Job?
- Family?
- How did you come to know about iCAN?
- What is your **VISION** in life?

What do you
expect from
this training?



Linkage with previous workshops



Let's define habit..

The choices
that all of us deliberately make at some point,
and then stop thinking about
but continue doing,
often every day.

Give some examples

**Do you remember the first
time you drove a car?
How conscious were you?**



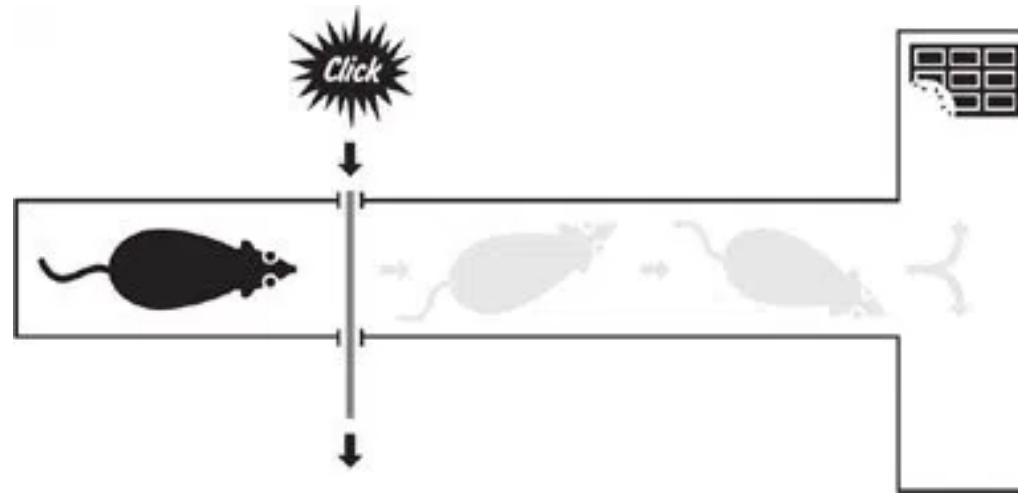
What does our brain want?



**48% of what we do
every day is because
of habits!**

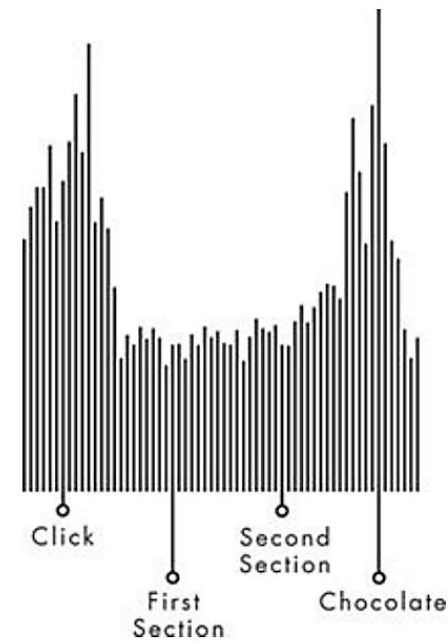
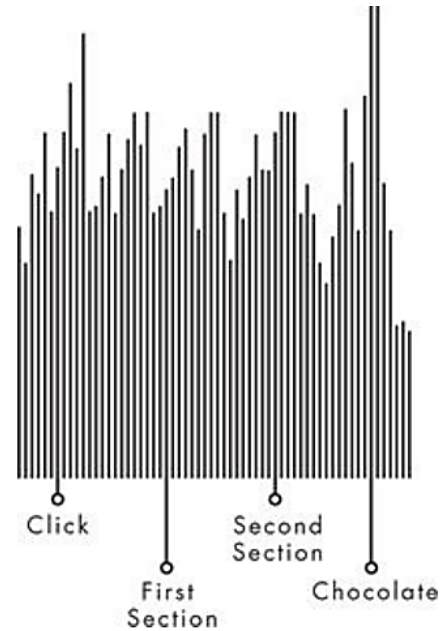
What will this workshop cover

- Understanding the habit loop
- Functioning of our brain in relation to habits
- Habits with and without craving
- Forming new good habits
- Breaking bad habits
- Keystone habits
- Scientifically proven importance of belief in forming and breaking habits
- How marketing companies manipulate our habit loops
- How organizations and communities and reap the benefits of habits

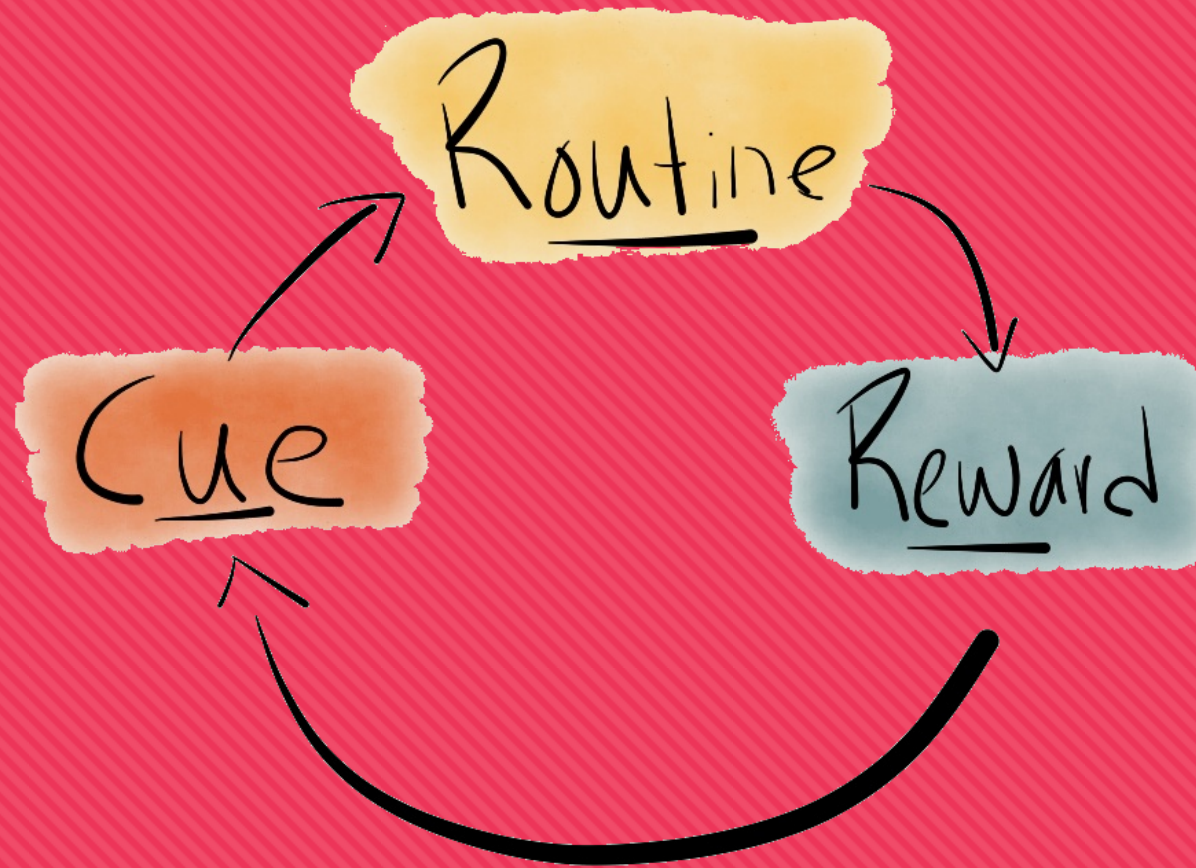


Experimentation on habits

Read your handouts



Brain activity before and after the habit formation



The habit loop



A bit more about each element

CUES

Cues can be almost anything, from a visual trigger such as a candy bar or a television commercial to a certain place, a time of day, an emotion, a sequence of thoughts, or the company of particular people.

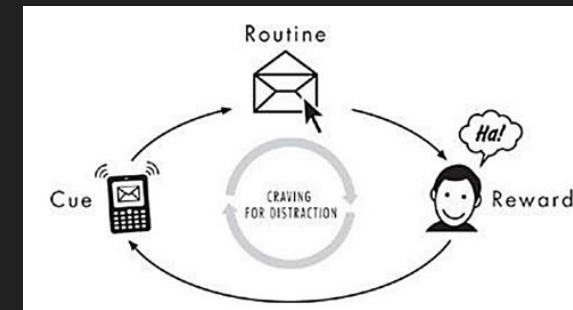
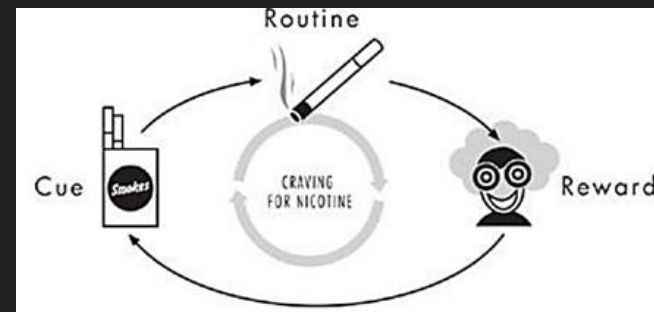
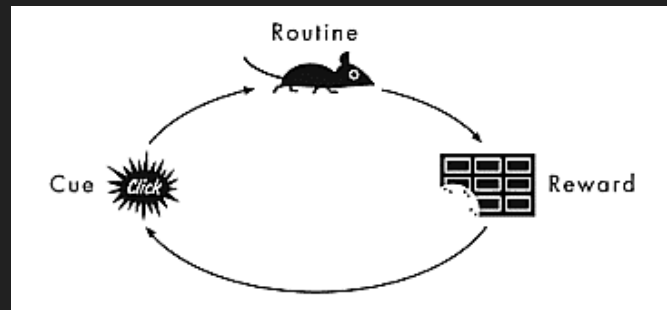
ROUTINES

Routines can be incredibly complex or fantastically simple (some habits, such as those related to emotions, are measured in milliseconds).

REWARDS

Rewards can range from food or drugs that cause physical sensations, to emotional payoffs, such as the feelings of pride that accompany praise or self-congratulation.

Examples





Craving

The power that pushes the habit loop

Do you know now why these tall signs are placed in front of all McDonalds stores and why the store are designed exactly the same way?



Pepsodent

○ How did it all start...



Pepsodent's habit loop

Just run your tongue across your teeth

You'll feel a film—that's what makes your teeth look "off color" and invites decay and gum troubles

Old methods fail to remove it successfully. Beneath it are the dazzling white teeth you envy. Make this remarkable dental test—you may have beautiful teeth and not realize it.

THE test that's offered here has been made by thousands with remarkable results. Authorities pronounce it the most unique of all dental methods.

You want clean, beautiful teeth. You can have them—quickly. For this new way goes to the heart of "off color" teeth, the source of most tooth and gum troubles.

In a few years, largely on dental advice, it has changed the tooth cleaning habits of the world. In justice to yourself, use the coupon below.

It removes that stubborn film, the great enemy of teeth and gums

Run your tongue across your teeth, and you will feel a film . . . a viscous coat that covers them.

That film is an enemy to your teeth—and your gums. You must remove it.

It clings to teeth, gets into crevices and stays. It absorbs discolorations and gives your teeth that cloudy "off color" look. Germs by the millions breed in it, and they, with tartar, are a chief cause of pyorrhea.

Tooth troubles and gum troubles now are largely traced to that film. Old-time methods fail in successfully combating it. That's why, regardless of the care you take now, your teeth remain dull and unsatisfactory.

New methods remove it And Firm the Gums

Now, in a new type dentifrice called Pepsodent, dental science has discovered effective combatants. Their action is to erode the film and remove it, then to firm the gums.

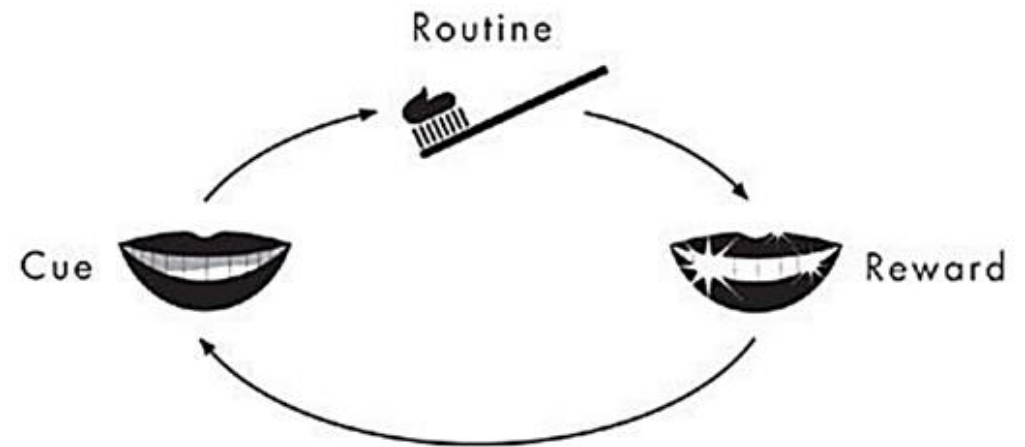
Now what you see when that film is removed—the whiteness of your teeth—will amaze you.

Ordinary methods fail in three respects. Harsh, gritty substances are judged dangerous to enamel.

Thus the world has turned, largely on dental advice, to this new method.

A few days' use will prove its power beyond all doubt.

Mail the coupon. A 30-day tube will be sent you free. Why follow old methods when world authorities urge a better way?

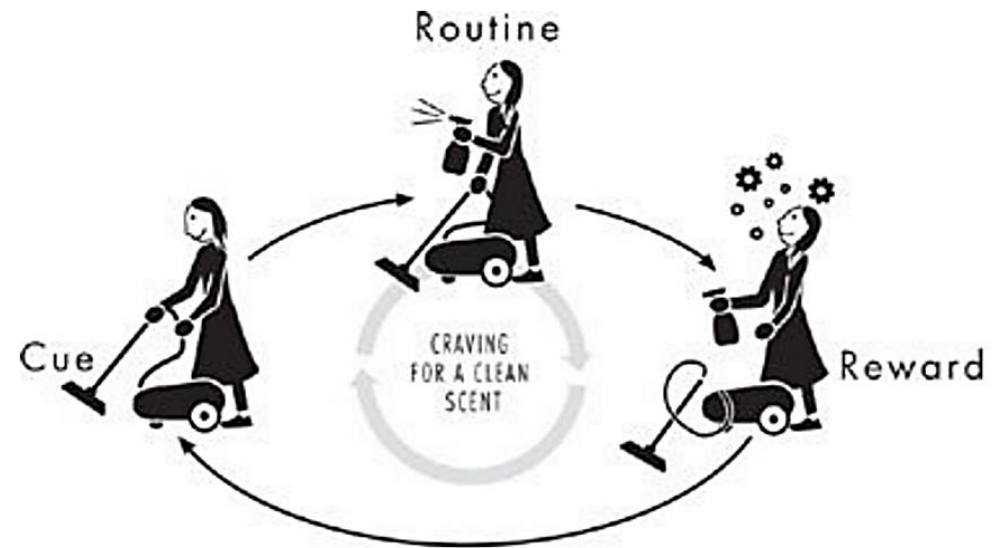
Formation of a **new** habit

Febreze

○ How did it all start...



Febreze's habit loop



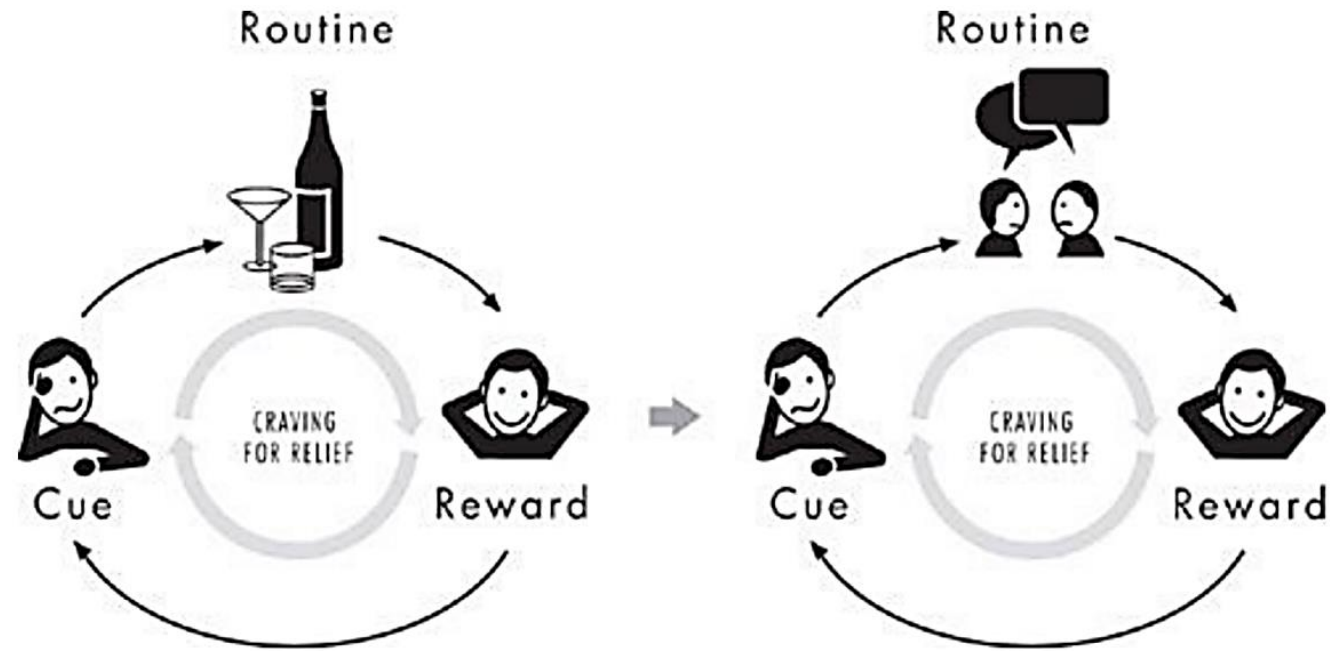
Adding a new routine into an **existing** one
(Easiest – Defined by Dr. BJ Fogg as the 'after' effect)

AA's story

- How did it all start...



Febreze's habit loop



Replacement of an old routine with a new one



Exercise

Identify 3 new habits that you want to start and 3 existing habits that you want to change

Time for you to crack open some new habits..

- Find the activity sheet in the handouts



The art of making habits

Identify a suitable option (depending on situation and circumstances):

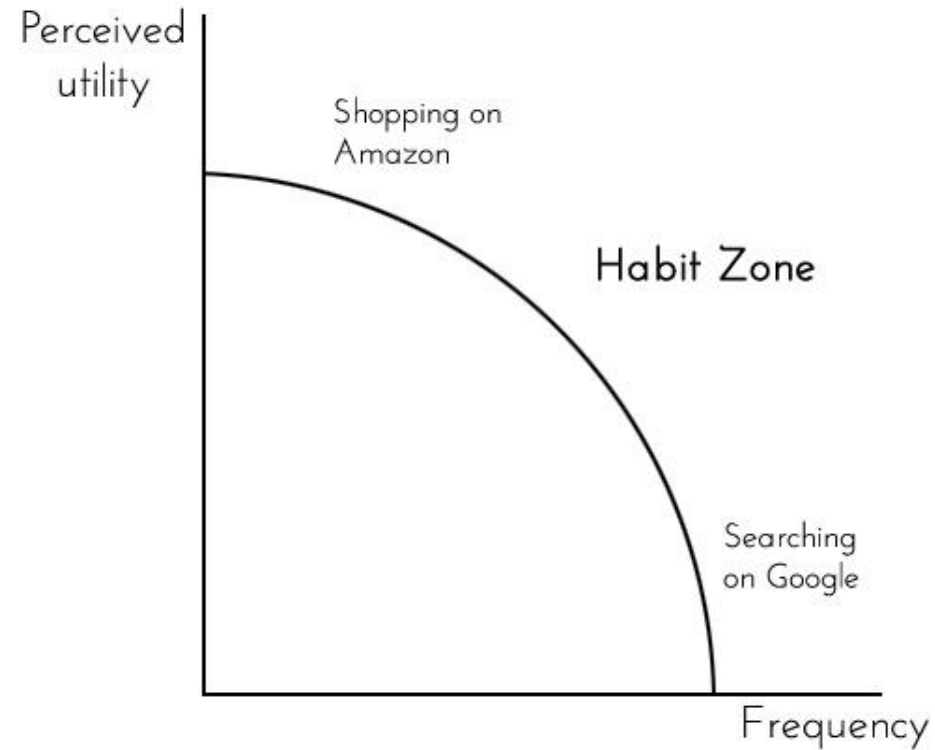
- Look for new cues, routines and rewards
- Add a new routine into an existing one
- Replace an existing routine with the desired one while keeping the cues and rewards the same

Practice it again and again:

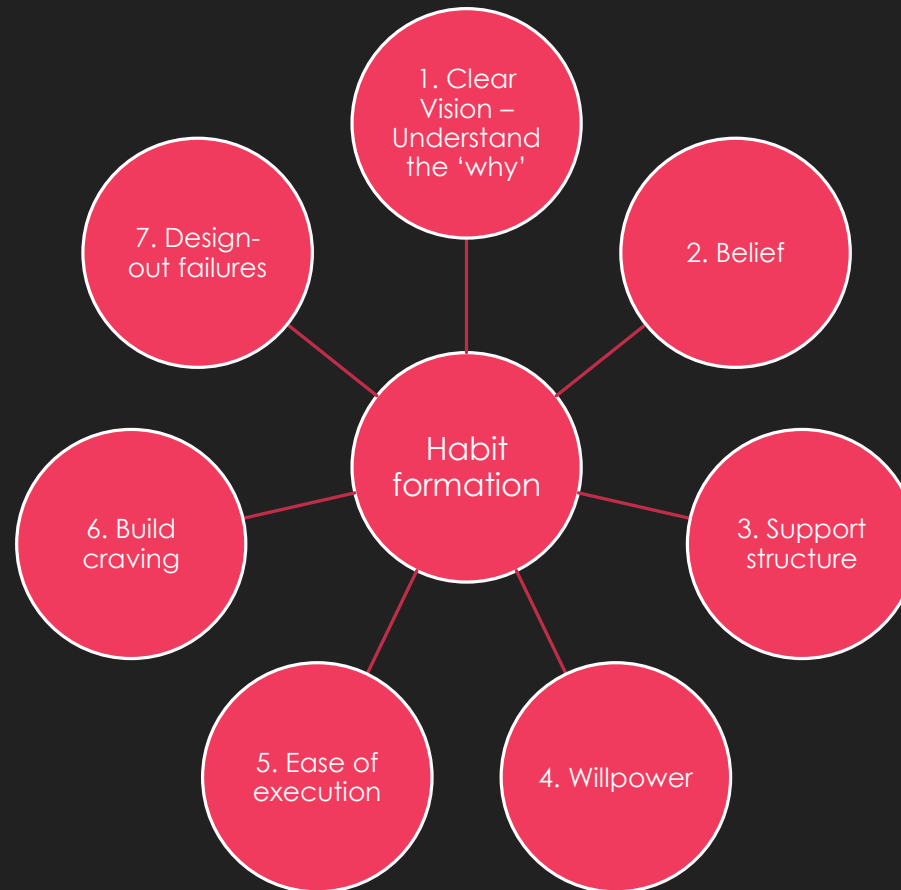
So that the new habit gets wired in your brain. You will need to persist first and gradually it will get hard-wired.

What makes some habit stuck?

- Higher frequency of application and higher “perceived” utility
- Very high frequency (even if the perceived utility is low)
- Very high utility (even if the frequency is low)

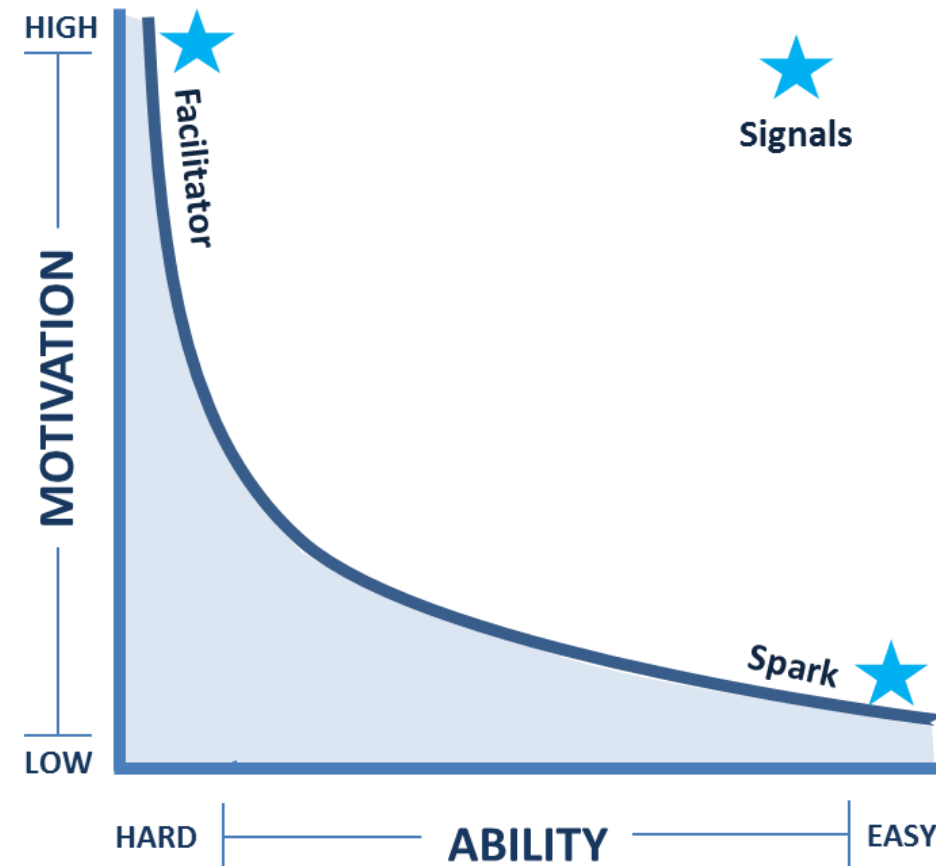


Essential enablers



Fogg behaviour model

- <http://bigthink.com/wikimind/models-to-know-fogg-behavior-model>



Which of these things are usually within your arm's reach most of the time in your living room (or bed room)?

Mobile phone

Laptop

TV's remote

A book

Snacks

Pen and paper

Treadmill and Joggers

Ash-tray, Cigarettes and Lighter

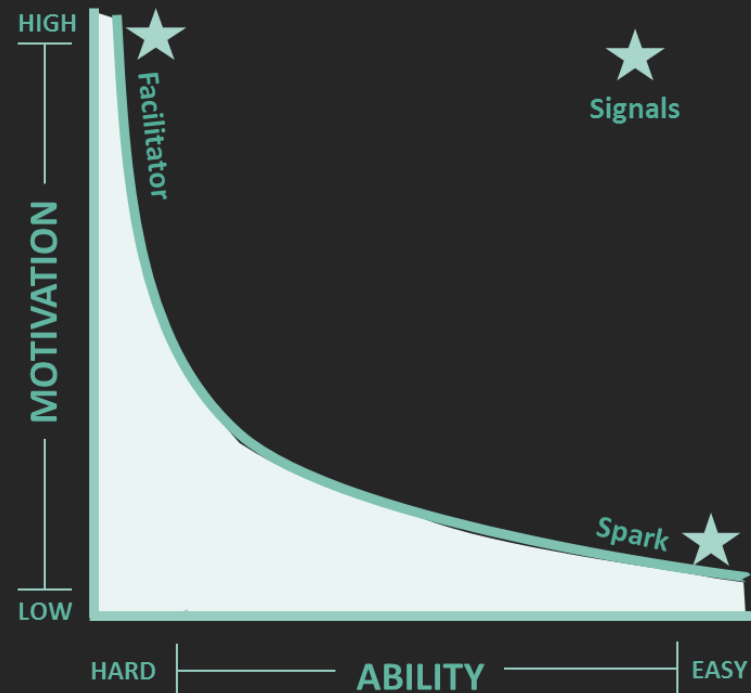
Prescription glasses

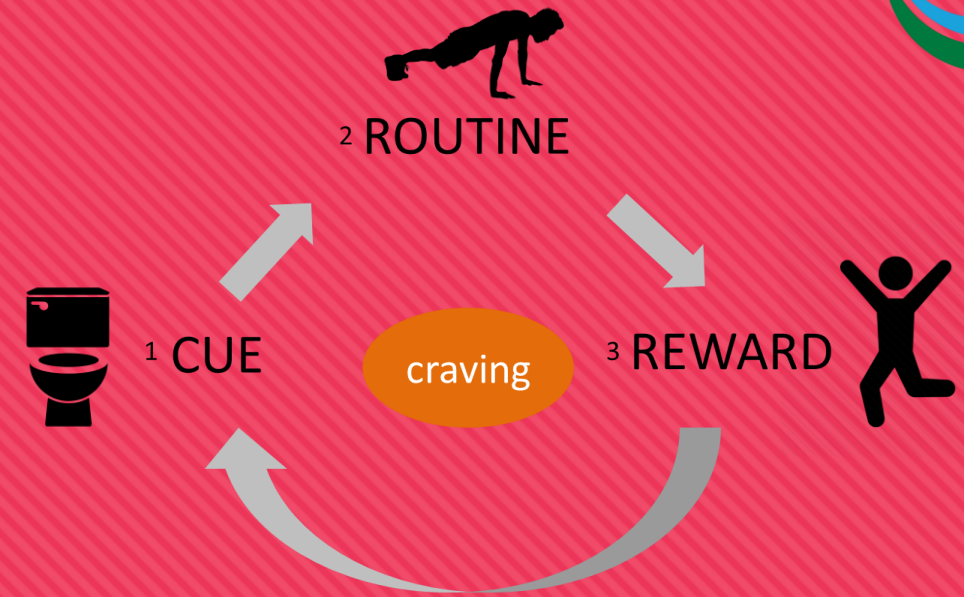
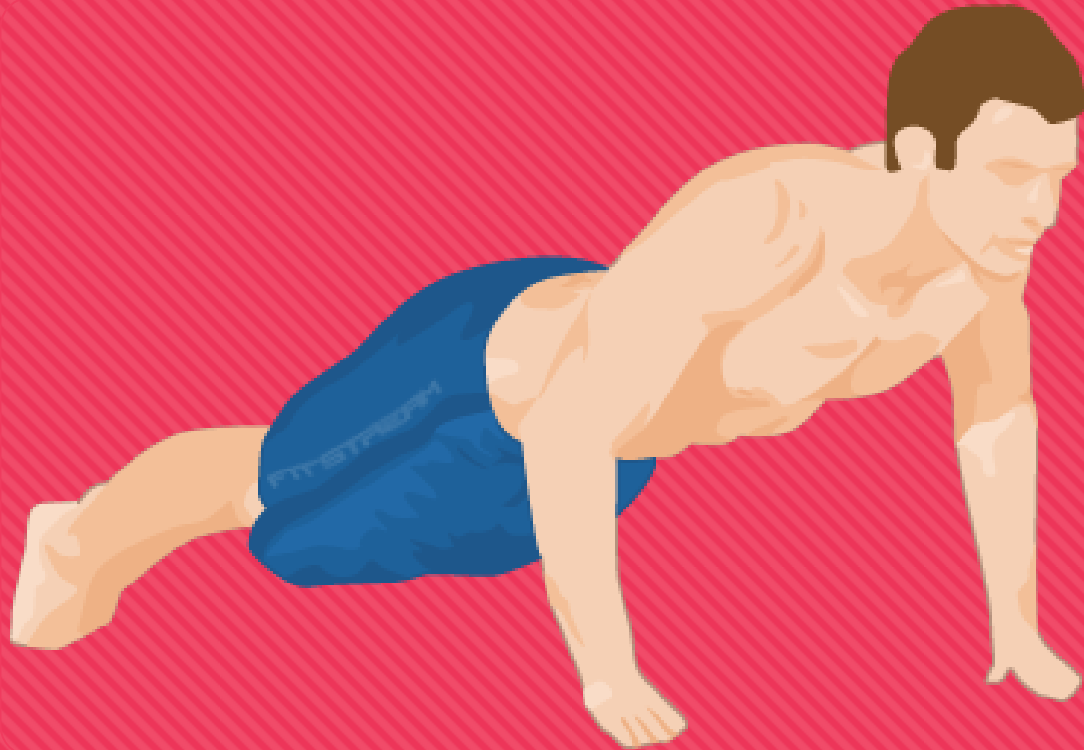


20 Second Rule

Baby Steps

- What role can they play in forming the habit?

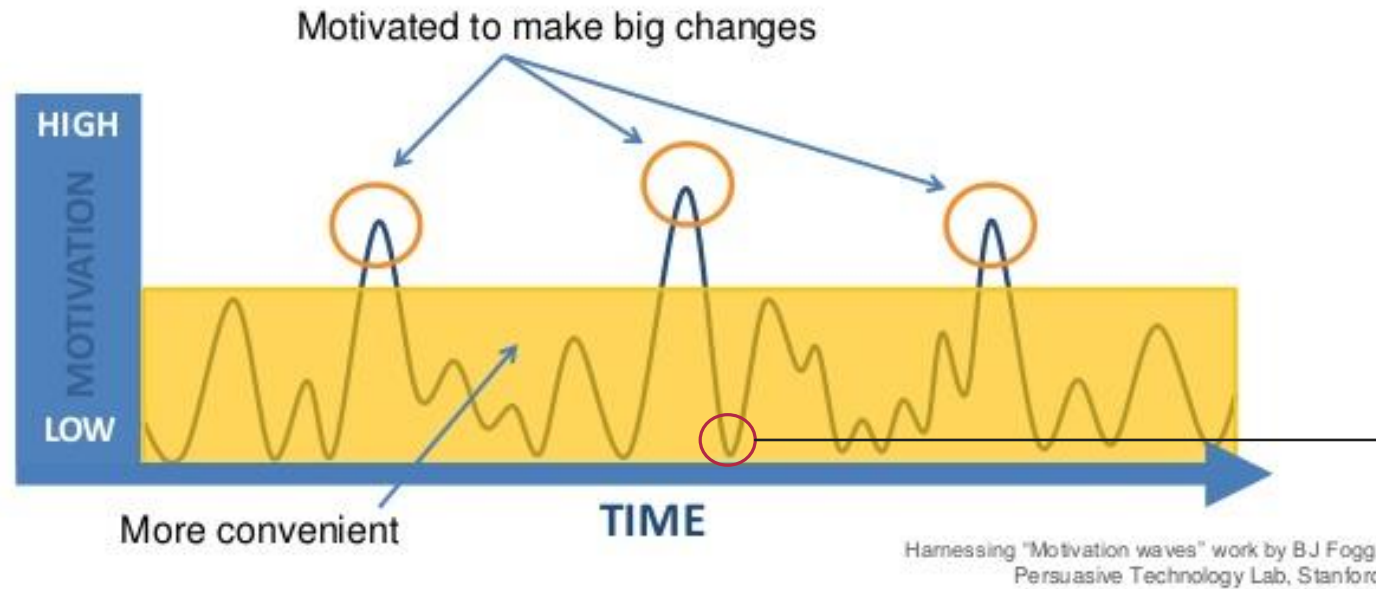




Dr. BJ Fogg's Pushup habit

HOW TO CHANGE BEHAVIOR?

According to BJ Fogg



Implement tiny habits and perform structured routines during these lows

Motivation Waves:
Our motivation does not remain uniform.



Event (happy or sad)



Inspiration

What triggers rises in motivation waves?

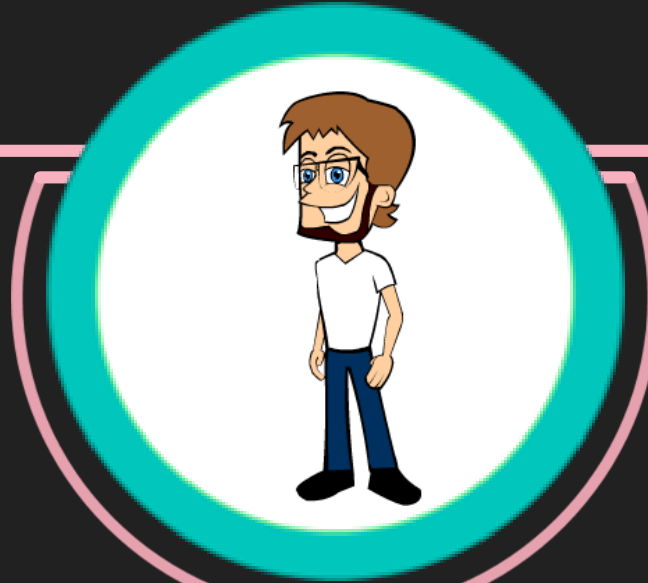
Where to find an inspiration from



From God, Faith and
Spirituality



Inspirational People
And positive company



Give yourself repeated exposure



Yourself – through
reflection and
pondering



Nature
(or other objects)

What is Will-power?

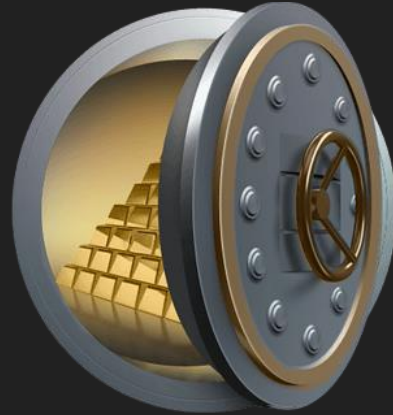
Skill



Marshmallow experiment



Limited Resource



Cookie experiment



Like a muscle



Fitness Training Experiment

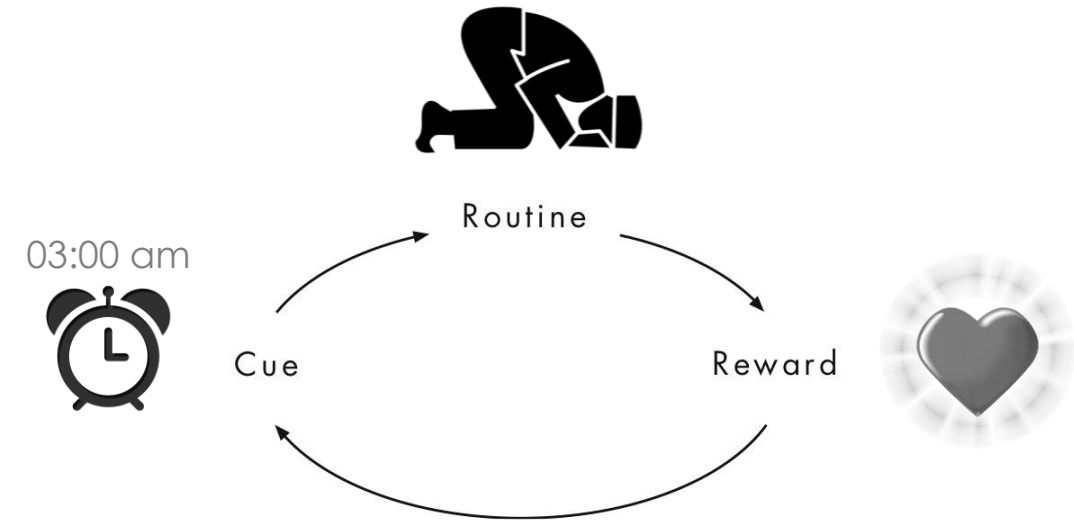


What increases willpower

- According to Sandford researchers:

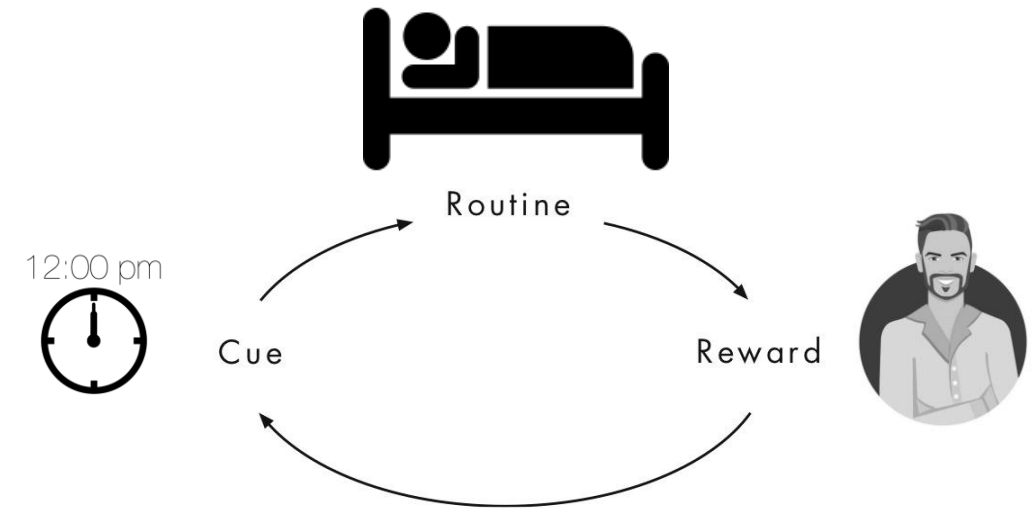
*Two things have been shown to train the brain's willpower reserve, or strength:
meditation and physical exercise.*





Complementary Habits

Story of Suleiman Ahmer



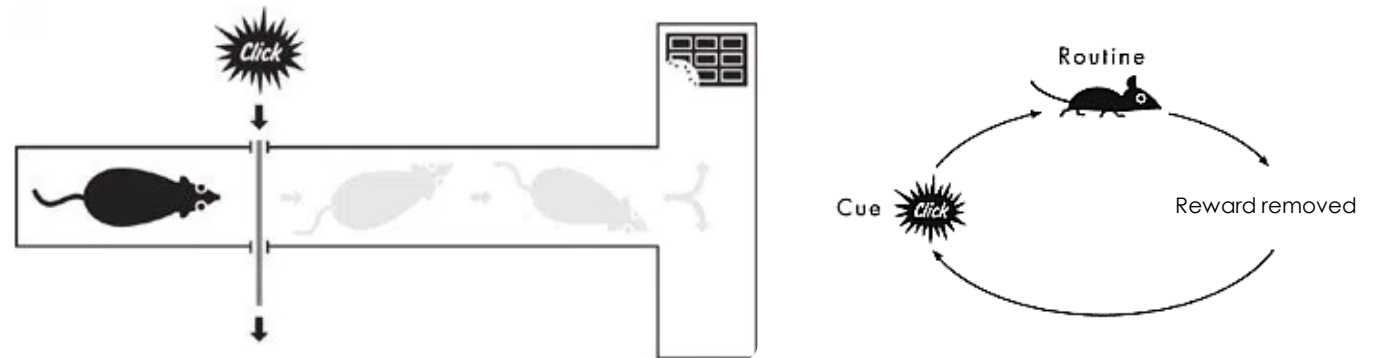
Complementary Habits

Story of Suleiman Ahmer

Habit Inertia



- Scientist at MIT discovered that when the habits get deeply rooted in our brain, we keep doing them upon receiving the cue even if the reward is removed.
- Rats in the T-shaped maze exhibited this behaviour when the piece of chocolate (reward) was removed while the cue was kept intact.



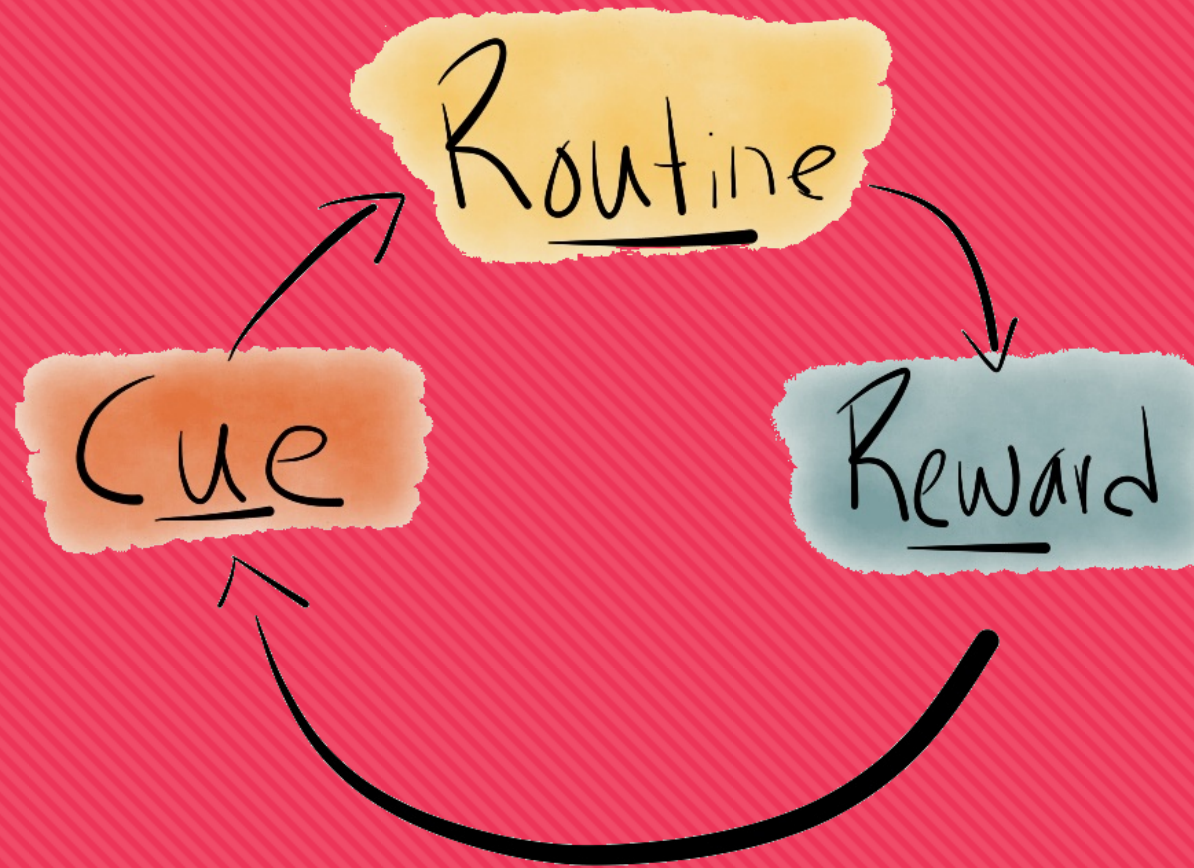
Implications for us:

If we develop a good habit and practice it often, it is likely that we would likely to keep it even when the reward is removed.

Section Summary

- Habit loop: Cue – Routine – Reward (bound together by craving)
- New habits can be developed in three ways:
 - Start from scratch (identify the new routine and then set its cues and rewards)
 - Adding a new routine after an existing one
 - Replacing an existing routine in the loop with the new one
- You may need to develop or change any complimentary habits for the new habits to be engrained
- Firming up of a routine depends upon its a) frequency and b) perceived utility
- For the habit to develop, consider the enablers (such as 'making a routine easy' using 20 second rule, baby steps and other tools)
- Get inspired – it will provide you with motivation waves!
- Develop your willpower

The art of breaking habits



The habit loop

Isolate OR replace each component

- Avoid the cues (situations, environments, states etc.)
- Replace the routine that follows the cue
- Change the reward
- Break the craving
- Block the means that lead to routines

Blocking the means

SADD AL-DHARA'I

- Means blocking the 'means'
- An Islamic fiqh concept that has been driven from the Quran and Sunnah
- Those permissible acts which can lead to disliked outcomes are to be avoided



The story of Riots in Kufa

What was changed in this case?

The habit loop
Isolate OR replace each
component

- Avoid the cues (situations, environments, states etc.)
- Replace, modify or interrupt the routine that follows the cue
- Change the reward
- Break the craving



Mandy's story

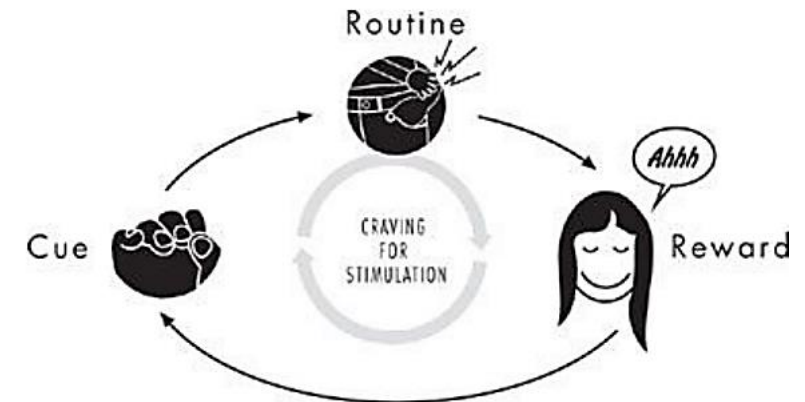
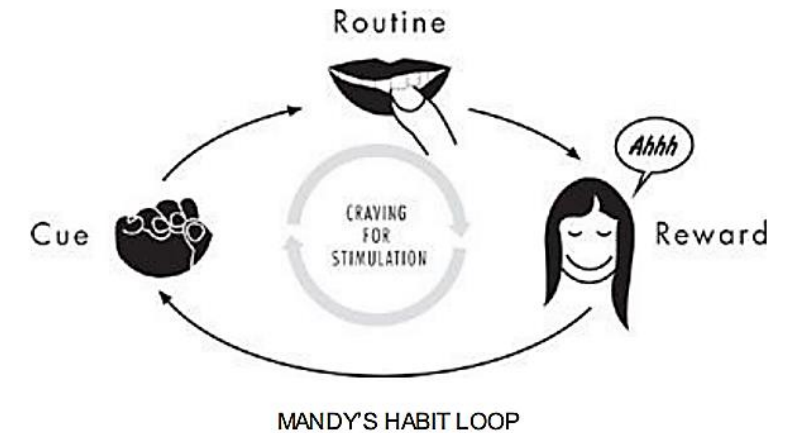
- Chronic Nail biter
- What were her cues?
- Asked to make an index card
- Alternate routines were suggested – she was looking for physical stimulation



Mandy's habit replacement

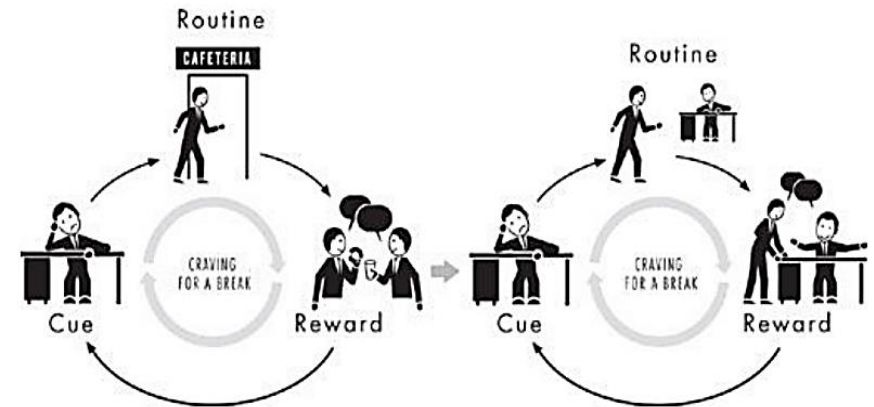
- Mandy initially practiced the new response under physician and then at her own
- She set herself a reward – a manicure – after she successfully picked the new routine
- Any other possible alternatives for this?

Hint:



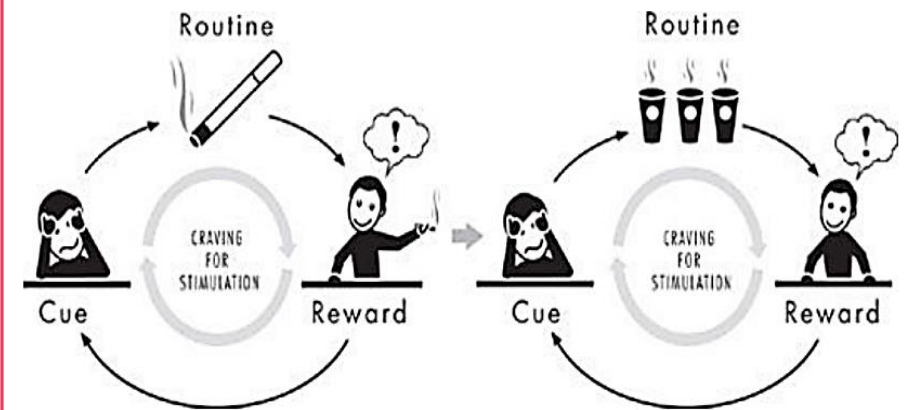
Snaking at Work

- Some times people snack at work even when they are not hungry
- Why? Socializing?
- The routine can be replaced with something else – e.g. chatting to a colleague etc.



Replacement of smoking habit

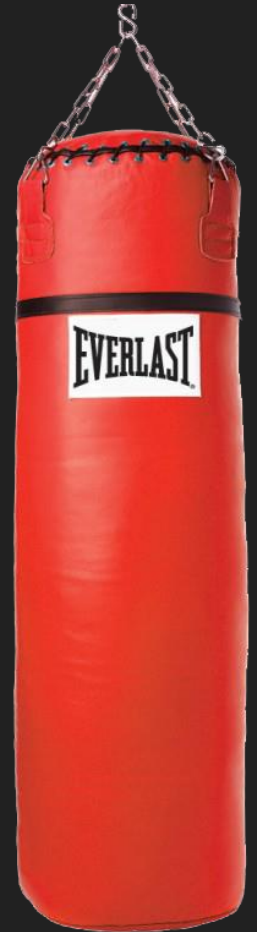
- Identifying cues
- Going for something else that can provide stimulation
- If one is unable to stop suddenly, gradual approach can work well



Change your ROUTINE when angry..



**Qasim Ali
Shah's way of
handling
anger**



What was changed in this case?

The habit loop
Isolate OR replace each
component

- Avoid the cues (situations, environments, states etc.)
- Replace, modify or interrupt the routine that follows the cue
- Change the reward
- Break the craving



What do billboards with inappropriate contents serve?



They generate triggers for engagement with multiple industries – of course the trillion dollar ones!

What was changed in this case?

The habit loop
Isolate OR replace each
component

- Avoid the cues (situations, environments, states etc.)
- Replace, modify or interrupt the routine that follows the cue
- Change the reward
- Break the craving



Story of a sinner who came to Ibrahim Ibn Adham R.A.



What was changed in this case?

The habit loop
Isolate OR replace each
component

- Avoid the cues (situations, environments, states etc.)
- Replace, modify or interrupt the routine that follows the cue
- Change the reward
- Break the craving



The Two Rakah Solution



What was changed in this case?

The habit loop
Isolate OR replace each
component

- Avoid the cues (situations, environments, states etc.)
- Replace, modify or interrupt the routine that follows the cue
- Change the reward
- Break the craving



Marry, if you afford

قَالَ رَسُولُ اللَّهِ

وَمَنْ كَانَ ذَا طَوْلٍ فَلْيَنْكِحْ وَمَنْ لَمْ يَجِدْ فَعَلَيْهِ
بِالصِّيَامِ فَإِنَّ الصَّوْمَ لَهُ وَجَاءٌ

Whoever has the means, let him get married,
and whoever does not, then he should fast for
it will diminish his desire."

Book 9, Hadith 1919



What was changed in this case?

The habit loop
Isolate OR replace each
component

- Avoid the cues (situations, environments, states etc.)
- Replace, modify or interrupt the routine that follows the cue
- Change the reward
- Break the craving



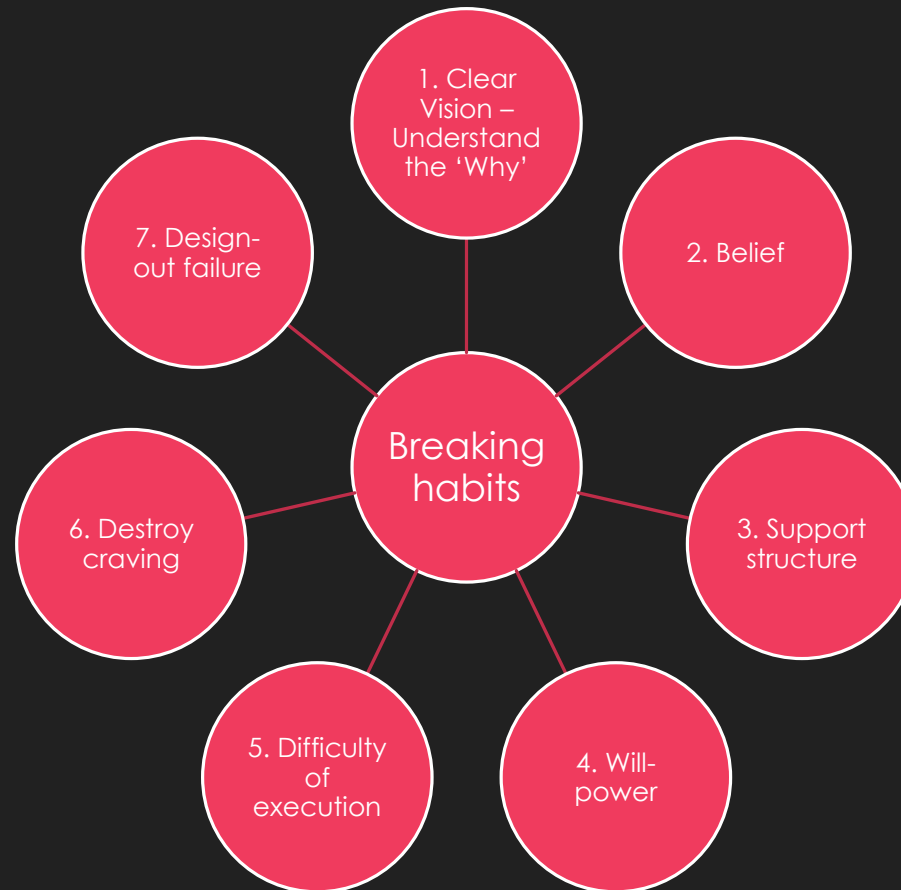
Change your ROUTINE when angry..

The Messenger of Allaah (peace and blessings of Allaah be upon him) said: "If any of you becomes angry, let him keep silent." (al-Musnad, 1/329Z)

The Messenger of Allah (peace and blessings of Allaah be upon him) said: "If any of you becomes angry, let him keep silent." (Reported by Imaam Ahmad, al-Musnad, 5/152)

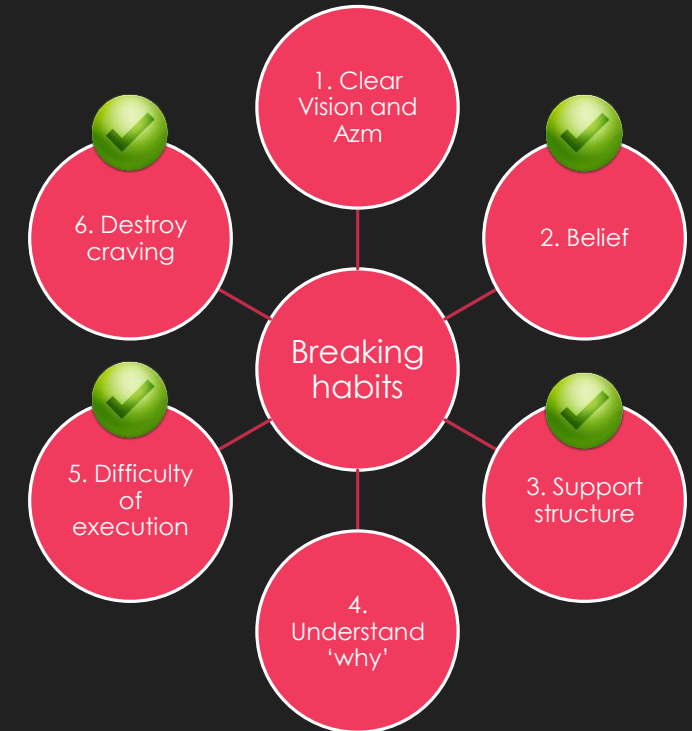


Essential enablers

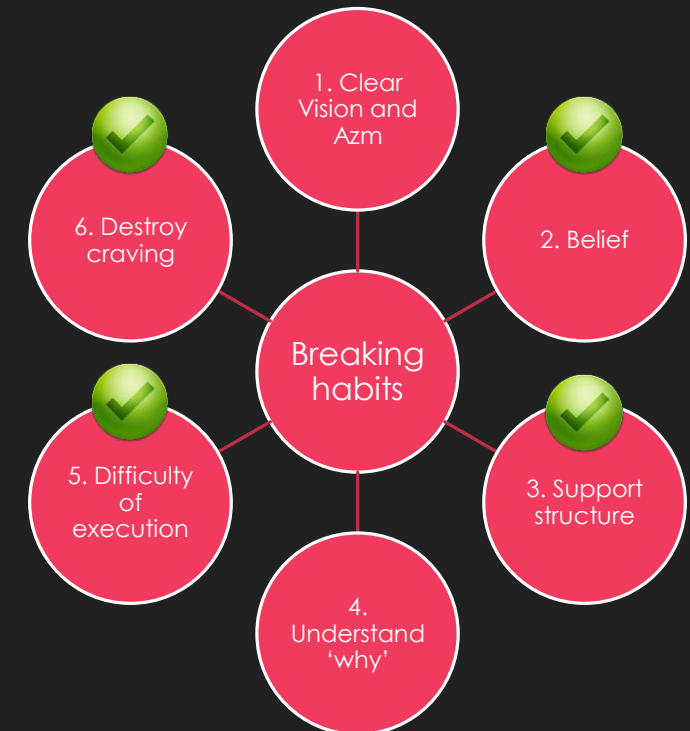
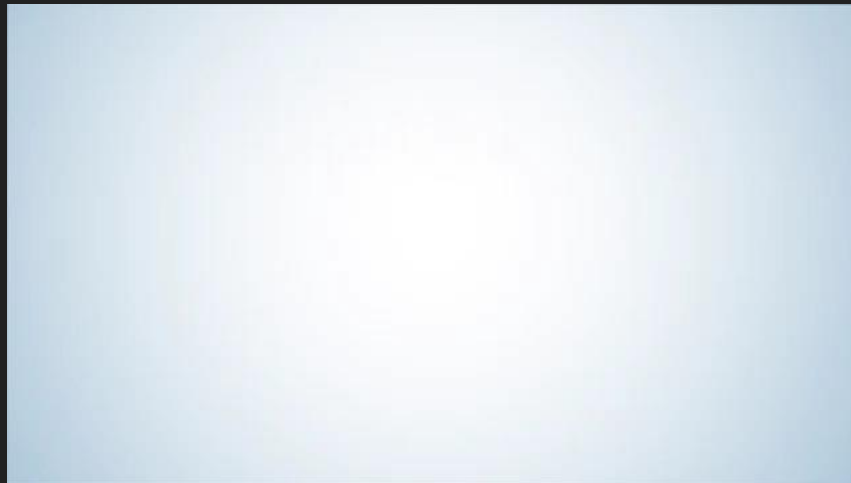


Enablers for leaving bad habits

- Alcoholics Anonymous, founded by Bill Wilson, was the largest, most well-known and successful habit-changing organization in the world.
- An estimated 2.1 million people seek help from AA each year, and as many as 10 million alcoholics may have achieved sobriety through the group.
- Their healing mechanism is based on belief! They identify the cues that lead to drinking, replace them with social interactions (90 meetings in 90 days) – people achieve the same reward: forgetting their pains in life!



Enablers for leaving bad habits



Enablers for leaving bad habits

“...Man is created weak” (4:28)

“Our Lord! We have certainly
been lost!” (10:1)

shall most

“Our Lord! Bestow

Our Lord! Forgive

Ever wonder why Muslims are instructed to offer
these supplications through-out the day!

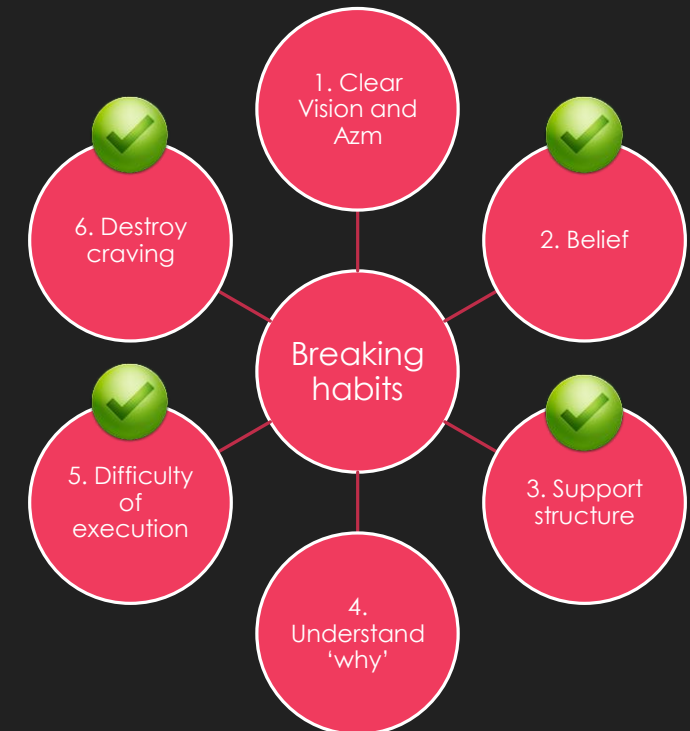
“Our Lord! Perfect

“Our Lord! Let not our hearts deviate from the truth after You have guided us, and bestow upon us mercy from Your grace. Verily You are the Giver of bounties without measure.” (3:8)

“Our Lord! Pour out on us patience and constancy, and make us die as those who have surrendered themselves unto You. “(7:126)

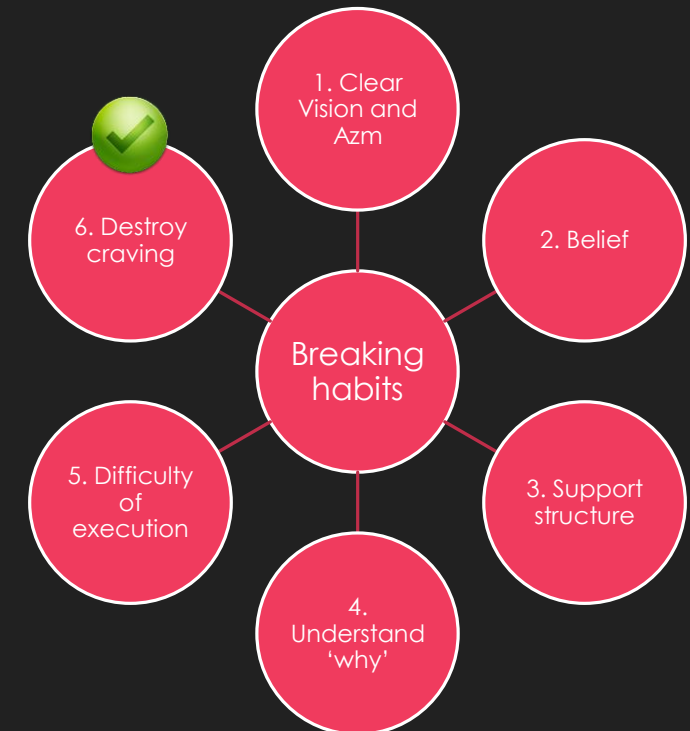
Enablers for leaving bad habits

- The Prophet ﷺ (peace be upon him) was reportedly asked: "Which of our companions are best?" He replied: "One whose appearance reminds you of God, and whose speech increases you in knowledge, and whose actions remind you of the hereafter."
- The Prophet ﷺ reminds us of the importance of good company in this *hadith* (record of the Prophet ﷺ): "A good friend and a bad friend are like a perfume-seller and a blacksmith: The perfume-seller might give you some perfume as a gift, or you might buy some from him, or at least you might smell its fragrance. As for the blacksmith, he might singe your clothes, and at the very least you will breathe in the fumes of the furnace." [Bukhari, Muslim]
- "It is better to sit alone than in company with the bad; and it is better still to sit with the good than alone. It is better to speak to a seeker of knowledge than to remain silent; but silence is better than idle words." (Bukhari)



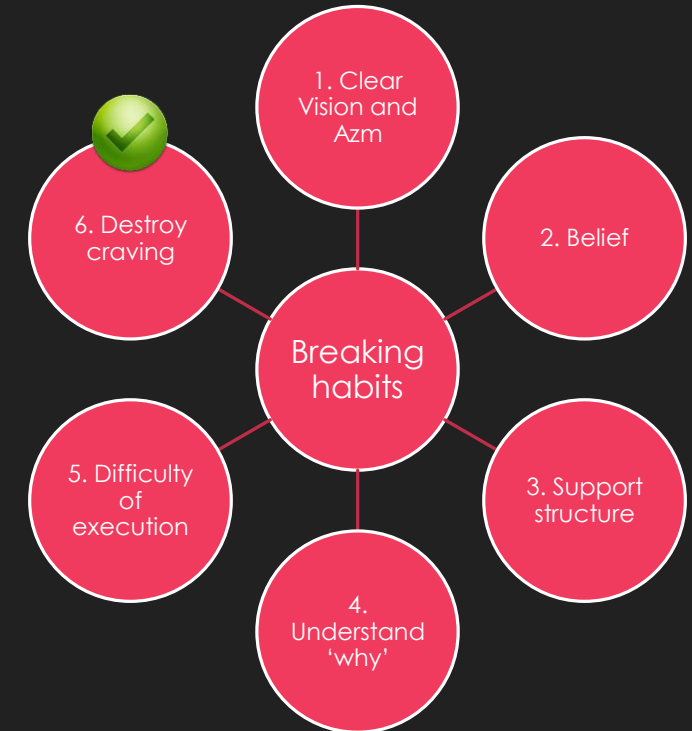
Breaking the craving

- Craving is extremely dangerous.
- We see the cue, we start to anticipating the reward in joy (mouth-watering etc.)
- But if the reward doesn't arrive, that joy became a craving that, if unsatisfied, drives us to anger or depression.
- To fight that, we need to practice self-control, take measure to break cravings (where correct to do so) or fulfil them in halal ways.



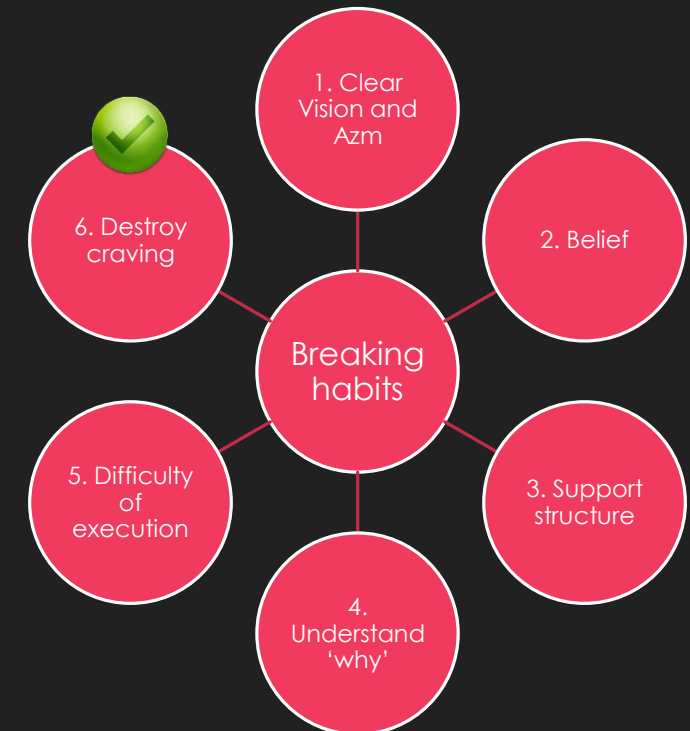
Breaking the craving

- Story of Julio, the juice-loving monkey and his friends



How food chains capitalize on craving

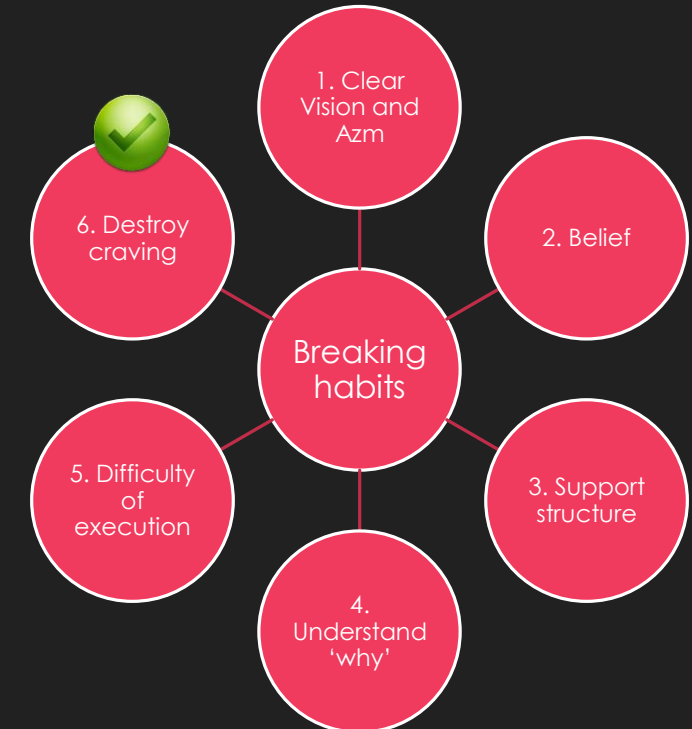
- A research team at Cornell University found how powerfully food and scent cravings can affect behaviour when he noticed how Cinnabon stores were positioned inside shopping malls.
- Most food sellers locate their kiosks in food courts, but Cinnabon tries to locate their stores away from other food stalls. Why?
- Because Cinnabon executives want the smell of cinnamon rolls to waft down hallways and around corners uninterrupted, so that shoppers will start subconsciously craving a roll. By the time a consumer turns a corner and sees the Cinnabon store, that craving is a roaring monster inside his head and he'll reach, unthinkingly, for his wallet. The habit loop is spinning because a sense of craving has emerged.
- "There is nothing programmed into our brains that makes us see a box of doughnuts and automatically want a sugary treat," Schultz told me. "But once our brain learns that a doughnut box contains yummy sugar and other carbohydrates, it will start anticipating the sugar high. Our brains will push us toward the box. Then, if we don't eat the doughnut, we'll feel disappointed."



How food chains capitalize on craving



What are some of the things you can do to nullify or decrease that craving?



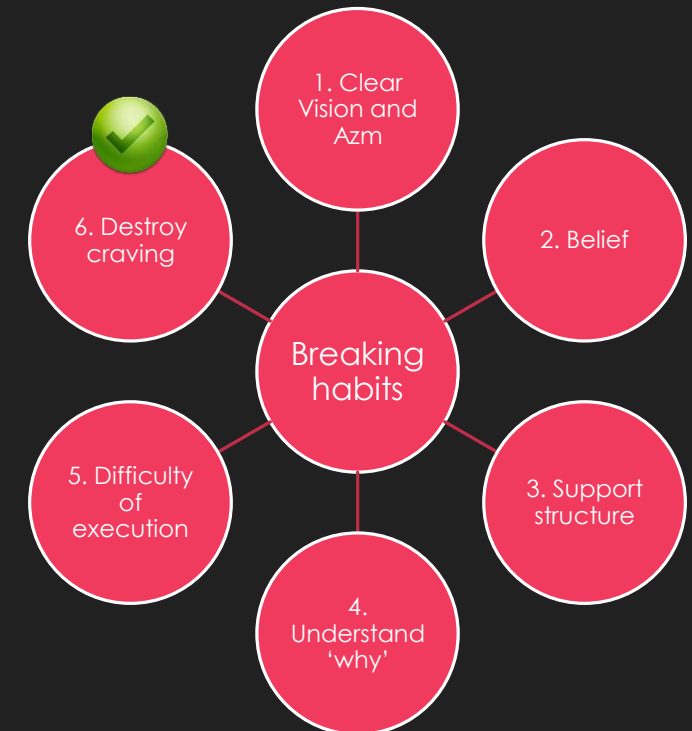
How food chains capitalize on craving

If the craving is unjust,

- Break it with patience and practice

If the craving can be fulfilled in a halal way,

- Fulfil it in a halal way

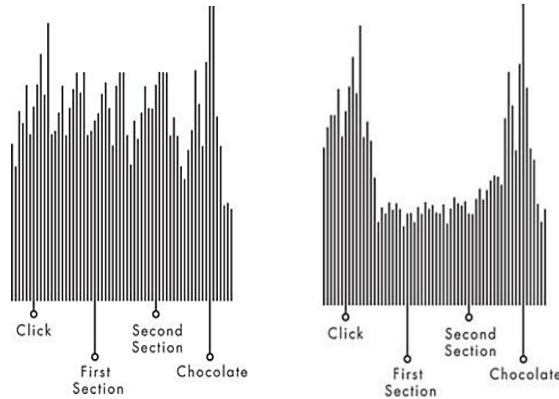
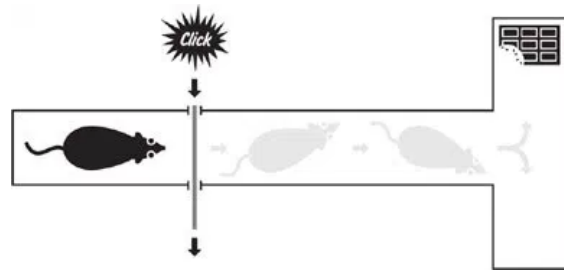


Section Summary

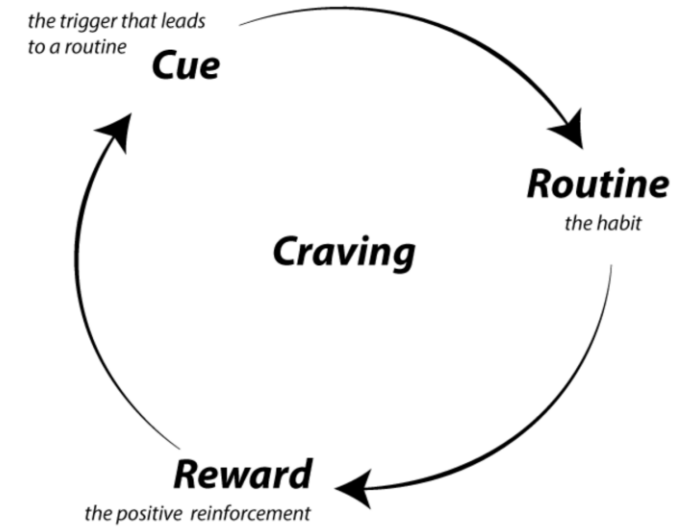
- In order to break a habit:
 - Disconnect the cues from routines and routines from rewards
 - Replace existing routines with different ones
- You may need to develop or change any complimentary habits for the existing bad habits to be broken (Sadd ur Dirayah)
- Use 20 second rule to facilitate Sadd ur Dirayah
- Breaking up of a routine depends upon its a) frequency and b) perceived utility: Decrease both of them by various means
- For the habit to be broken, consider the enablers (such as 'making a routine difficult' using 20 second rule, baby steps and other tools)
- Develop your willpower



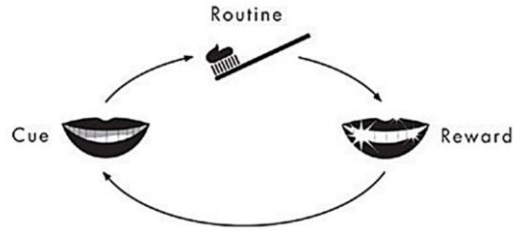
A quick **SUMMARY** of what we have studied so far



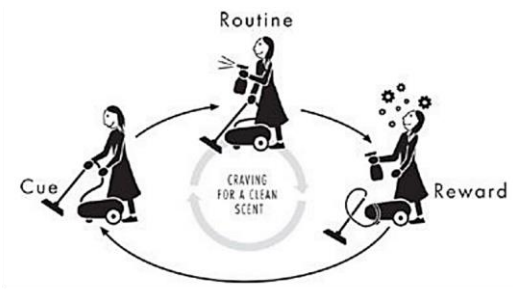
The Habit Loop



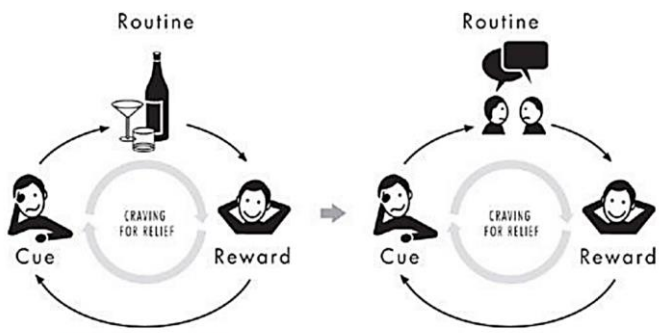
How Habits Work



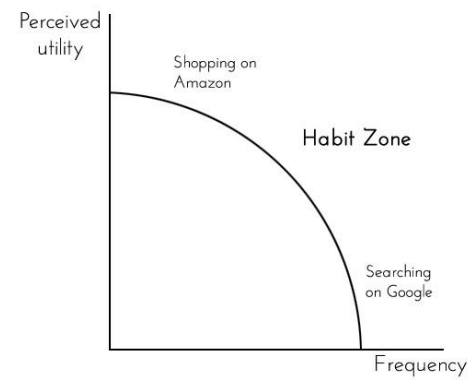
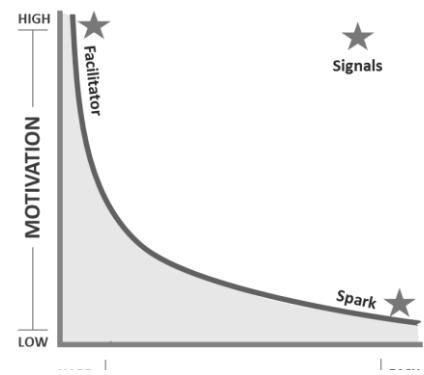
Formation of a **new** habit



Adding a new routine into an **existing** one
(Easiest – Defined by Dr. BJ Fogg as the 'after' effect)

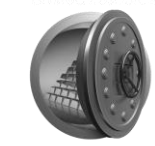
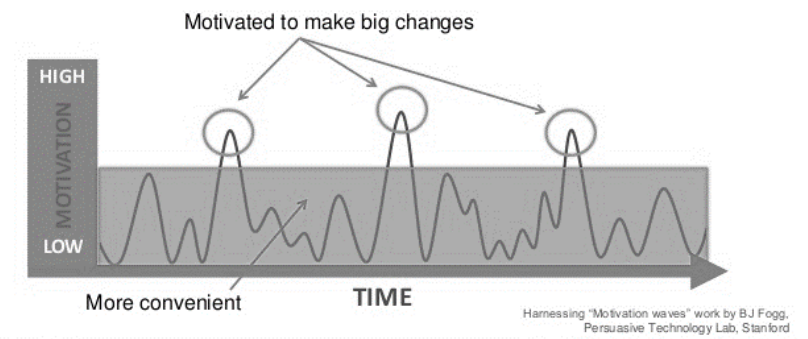


Replacement of an old routine with a new one



HOW TO CHANGE BEHAVIOR?

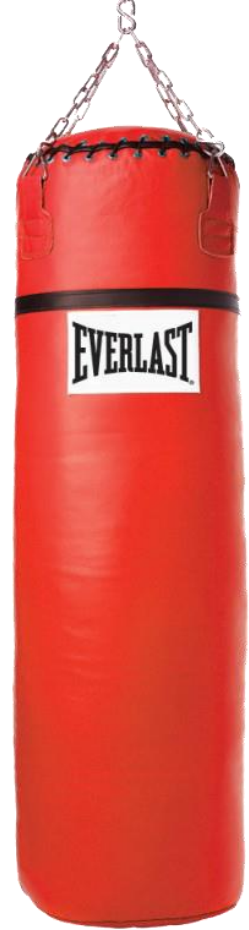
According to BJ Fogg



Complimentary habits || Enablers

How to form habits

- **Avoid the cues (situations, environments, states etc.)**
 - Lowering the gaze
 - Staying in good company and among good friends
- **Replace the routine that follows the cue**
 - 2 Rakah solution
 - Alcoholics Anonymous
 - Mandy's nail biting loop
- **Change the reward**
 - The story of man who came to Ibrahim bin Adhan R.A.
 - Repent
- **Break the craving**
- **Block the means that lead to routines**
 - Story of Kufa's Kebab-sellers



How to break habits

Habits of organizations



The story of Alcoa

- Keystone habits say that success doesn't depend on getting every single thing right, but instead relies on identifying a few key priorities and fashioning them into powerful levers.
- The habits that matter most are the ones that, when they start to shift, dislodge and remake other patterns.

What is the keystone habit for Muslims?

“O you who have believed, seek help through patience and prayer. Indeed, Allah is with the patient.” (2:153)

Satan only wants to cause between you animosity and hatred through intoxicants and gambling and to avert you from the remembrance of Allah and from prayer. So will you not desist? (5:91)

Recite, [O Muhammad], what has been revealed to you of the Book and establish prayer. Indeed, prayer prohibits immorality and wrongdoing, and the remembrance of Allah is greater. And Allah knows that which you do. (29:45)



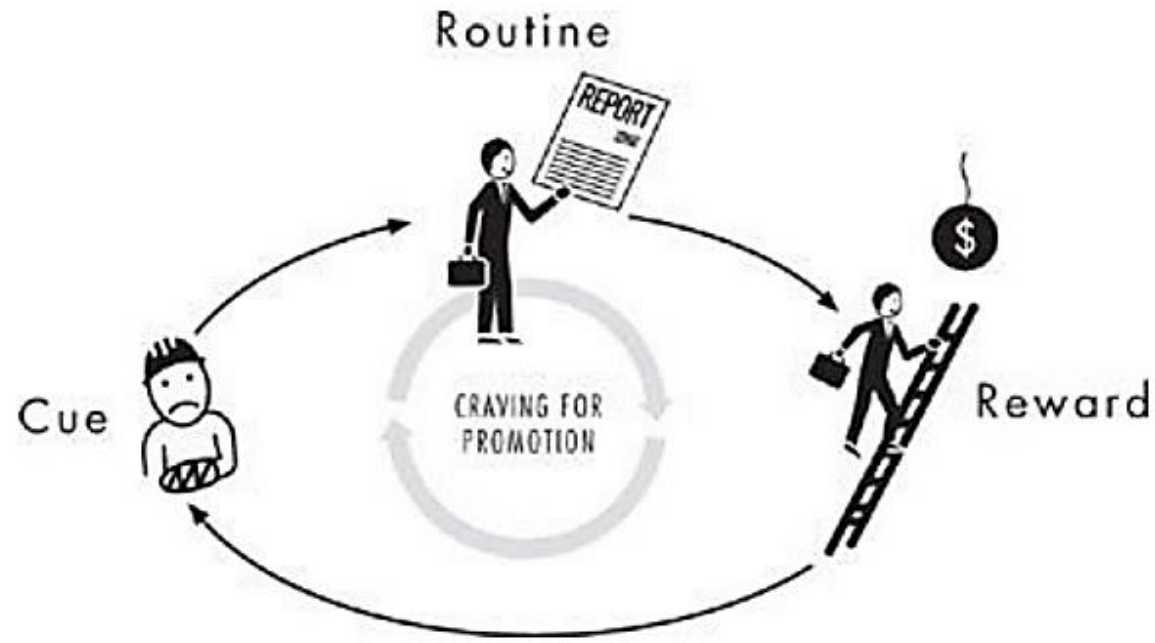
“The first thing that the slave will be accounted for on the Day of Resurrection will be the prayer – if that is sound then the rest of the deeds will be sound, and if that is corrupt then the rest of the deeds shall be likewise corrupt.” (At-Tabaraanee in Al-Awsat 1859)

‘Uthman ibn ‘Affan R.A. said, “I heard the Messenger of Allah, may Allah bless him and grant him peace, say, “There is no Muslim man who attends a prescribed prayer and does wudu’ for it well and is humble in it and in its bowing, without that being expiation for the sins before it as long as he did not commit any major sin. This will always apply.”

Some of the complimentary habits that the salah facilitates

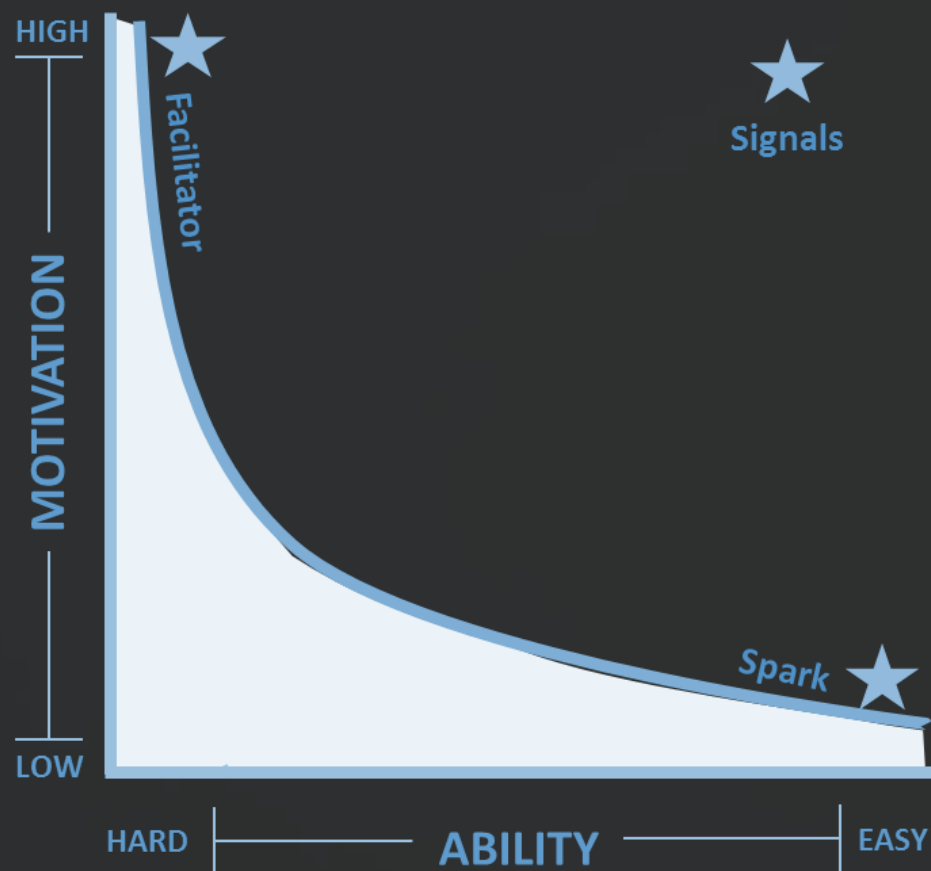
- Cleanliness
- Time management
- Humility
- Socialization and community bonding
- Brotherhood
- Considering all human beings equal
- Remembrance of the true purpose of life
- Charity





Organizational habits
Use a fresh pair of glasses

Make a habit of 'thinking big – starting small'



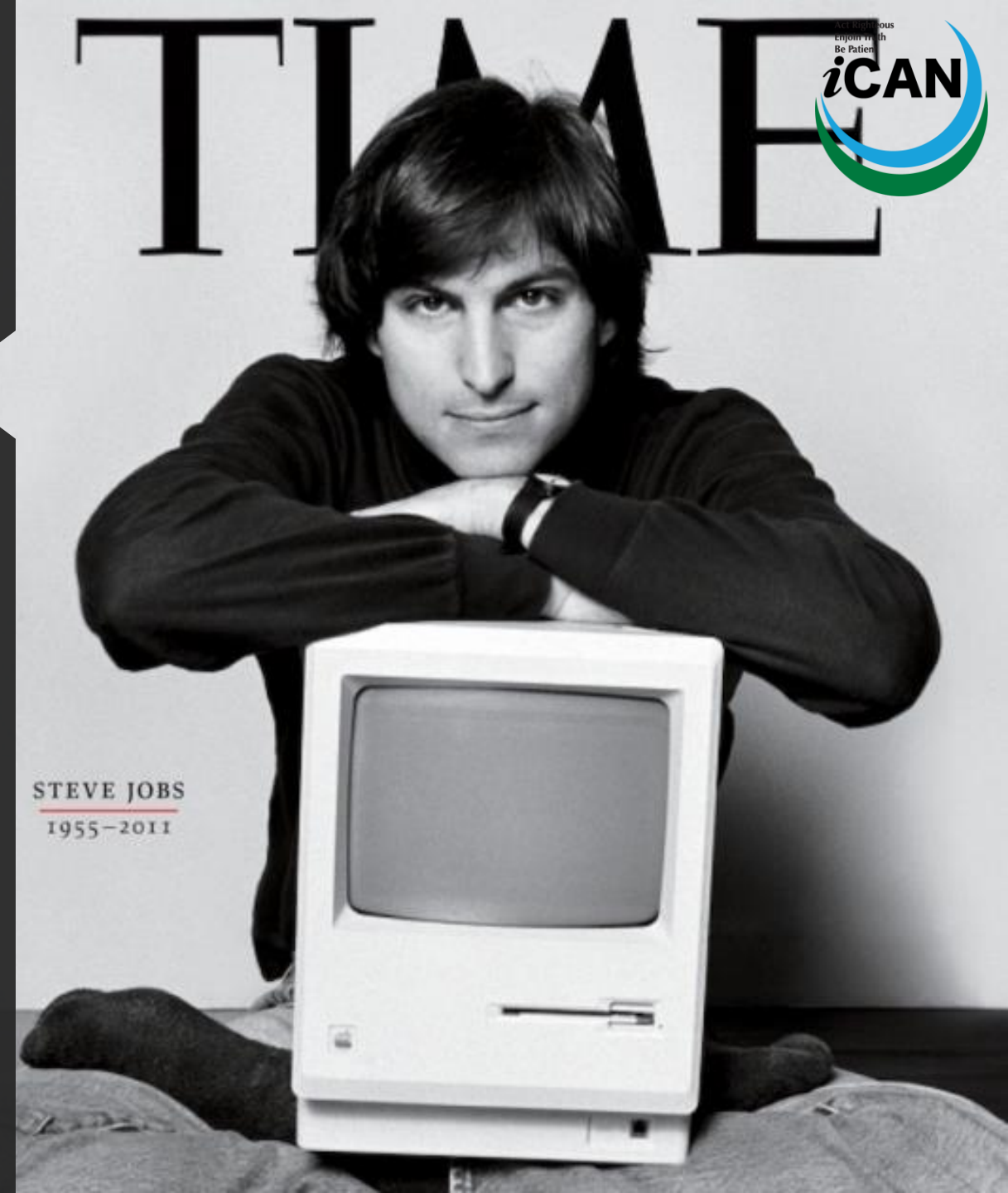
Think Big, Start Small



Apple - Thinking big and starting small

"We started out to get a computer in the hands of everyday people"

- *Called Hewlett of HP for parts for his school project as a child; Got not only the parts but also the internship*
- *Convinced his friend Wozniak to open up a business that he believed would be successful – computers*
- *Started from Wozniak's garage after selling their limited possessions*
- *Was expelled from the very company he founded*
- *Was asked for help again – mastered one of the biggest turn-arounds of 20 century*





The Story of Star-bucks: Working out scenarios

A black and white close-up portrait of Michael Phelps. He is wearing a dark swim cap with the 'speedo' logo in white. He is also wearing dark swimming goggles. His expression is serious and focused. The background is dark and out of focus.

speedo



“If you want to be the best, you have to do things that other people aren't willing to do.”

MICHAEL PHELPS
22-Time Olympic Medalist

The story of Michael Phelps

(Winner of 23 Gold Medals)



Phelps's secret formula:

- Dreaming about what a win looks like every day
- Making his inspiration his cue and building a craving for winning
- Established routine – automatic sequences
- Dream about the win but visualizing the process
- Scenario training



An un-beatable 3-pronged process for enhancing affiliation

SPEND

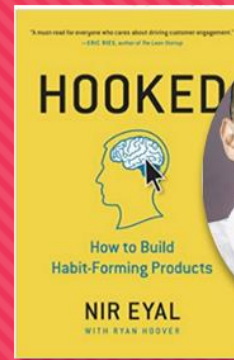
EFFORT – MONEY – TIME

ON WHOM YOU WANT TO LOVE OR AFFILIATE WITH!

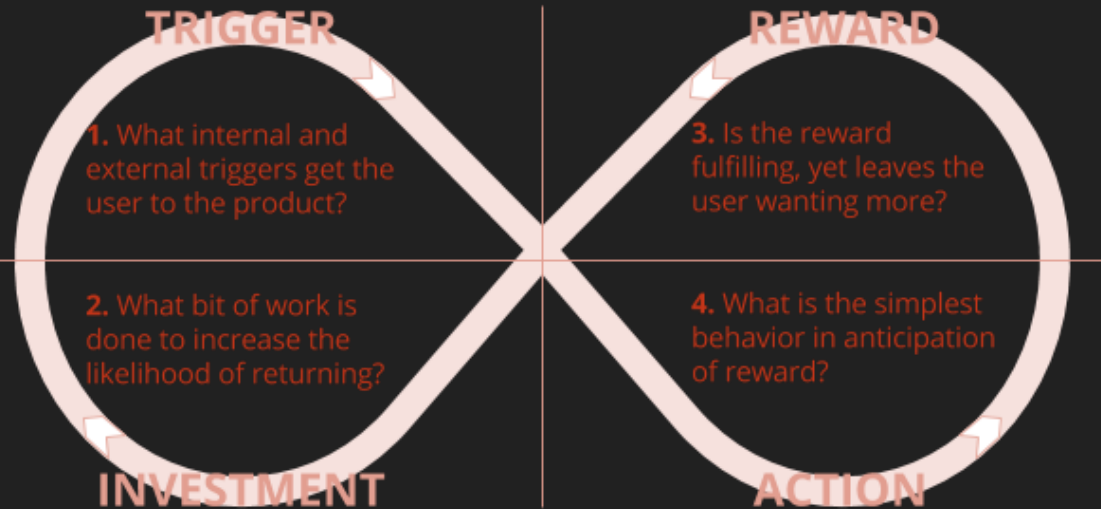
When fixing habits, look for the root-causes



The hook model



THE HOOK



f The Facebook Model

Triggers

External: Get notifications.
Internal: Feeling lonely, bored.
"What are my friends and family up to?"

Actions

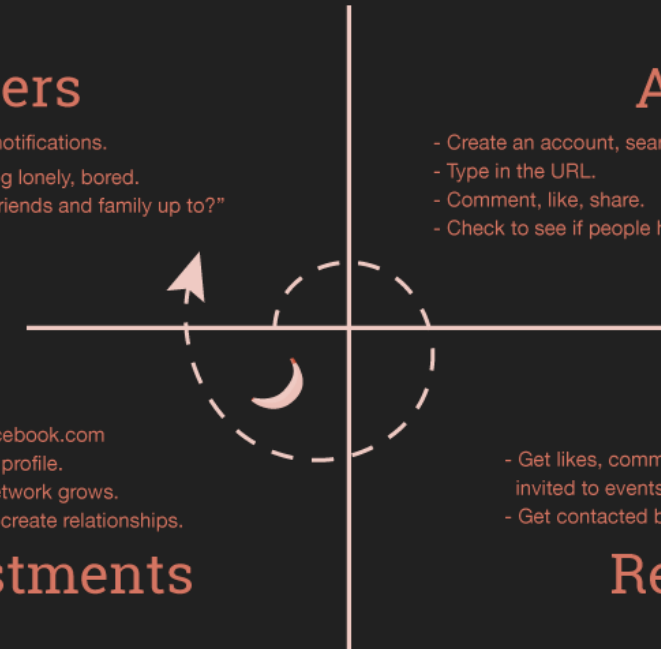
- Create an account, search for friends.
- Type in the URL.
- Comment, like, share.
- Check to see if people have liked your posts.

- Bookmark facebook.com
- Develop your profile.
- Your friend network grows.
- Meet people, create relationships.

Investments

Rewards

- Get likes, comments, friend requests, invited to events.
- Get contacted by old friends.



Section Summary

- Identify the keystone habits and master them
- Look for small wins
- Strengthen the habits by practicing the scenarios
- Understand and “ethically” use the hook model

Habits of Communities





The story of Rosa Parks



Dis-satisfaction



Motivated leaders



3-part process at the roots of social movements

A movement starts because of the **social habits of friendship** and the strong ties between close acquaintances.

It grows because of the **habits of a community**, and the **weak ties** that hold neighbourhoods and clans together.

The movement endures because its leaders give participants **new habits** that create a **fresh sense of identity** and a feeling of ownership.

3-part process at the roots of social movements - Amended



Dis-satisfaction



High Motivation

Tipping Point

A movement starts because of the **social habits of friendship** and the strong ties between close acquaintances.

People identify certain ideas and personalities to be highly influential and decide to join the cause.

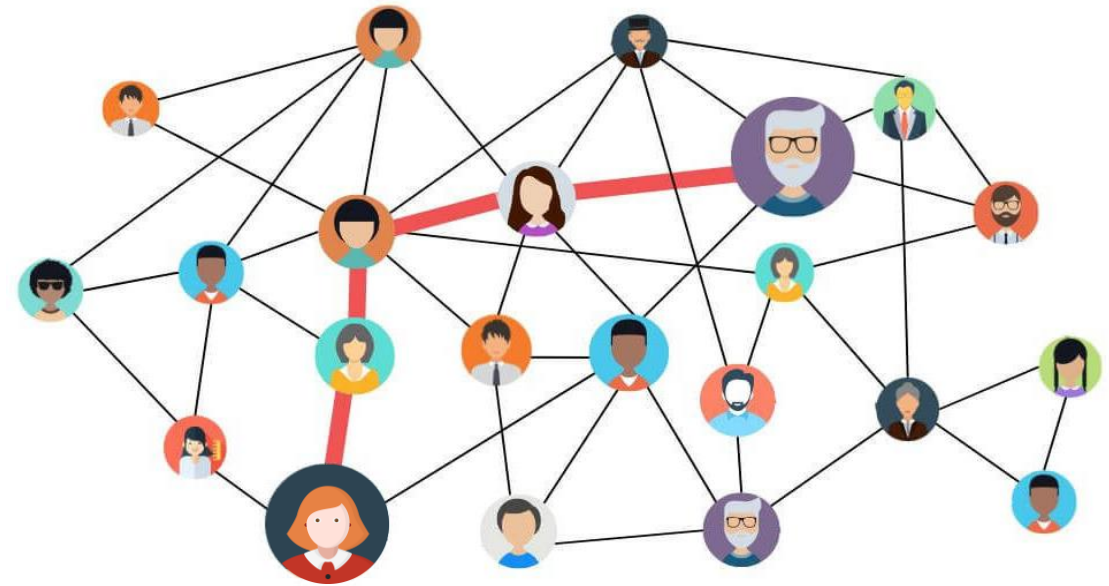
It grows because of the **habits of a community**, and the **weak ties** that hold neighbourhoods and clans together.

Members of the movement habituate the mission of the movement and become a catalyst

The movement endures because its leaders give participants **new habits** that create a **fresh sense of identity** and a feeling of ownership.

Importance of secondary networks

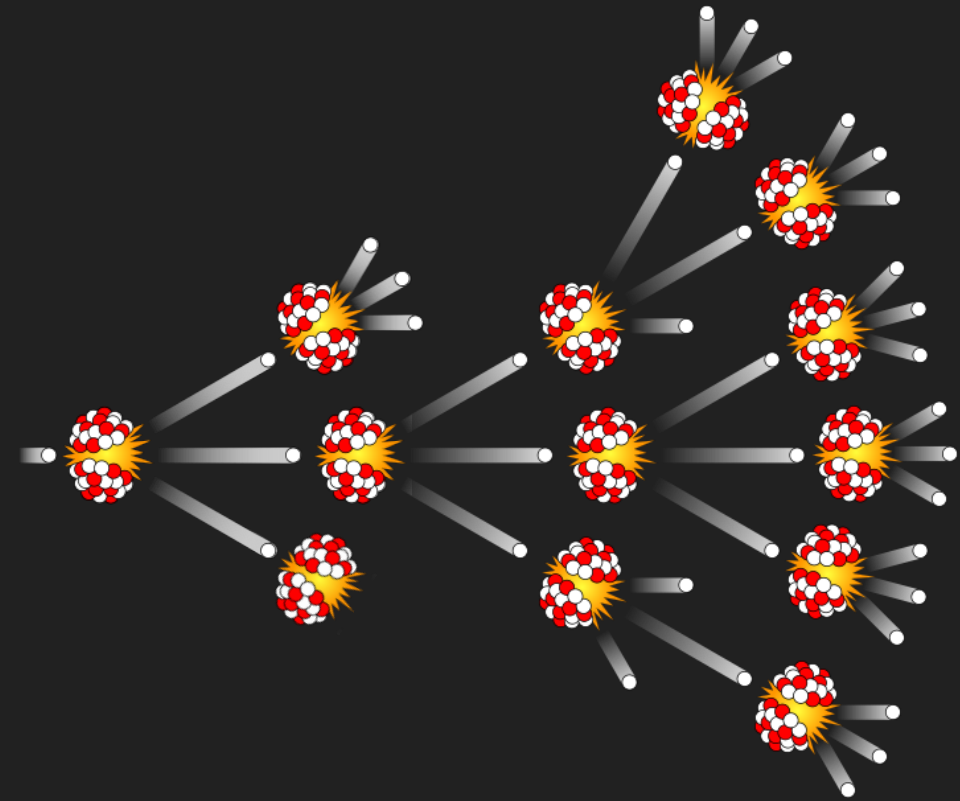
- Our weak-tie acquaintances are often as influential — if not more — than our close-tie friends.



The chain reaction

Unless a reasonable number of members of a movement become a change agent them, the movement is unlikely to survive.

It is essential for organizations to produce motivated self-starters.





The story of Arab Spring



Dis-satisfaction



Motivated leaders





The story of Saddleback Church



Dis-satisfaction



Motivated leaders

Section summary

- Harness the power of friendships and secondary circles
- Personalize the message and be sincere to your cause
- Organizations cannot stand on one or two persons. Be the change you want to create. Be the flag-bearer.

Call to action

- This training is only as good as you can benefit from it!
- After you go back from this training, do the following:



Review your progress against your plan every fortnight with a friend or family member

iCAN's 4-step transformation loop



Identify your ultimate goal/ vision and the habits that will help you get there as well as those that would be your hurdle)



Read the concepts presented in this training again (or watch our videos)

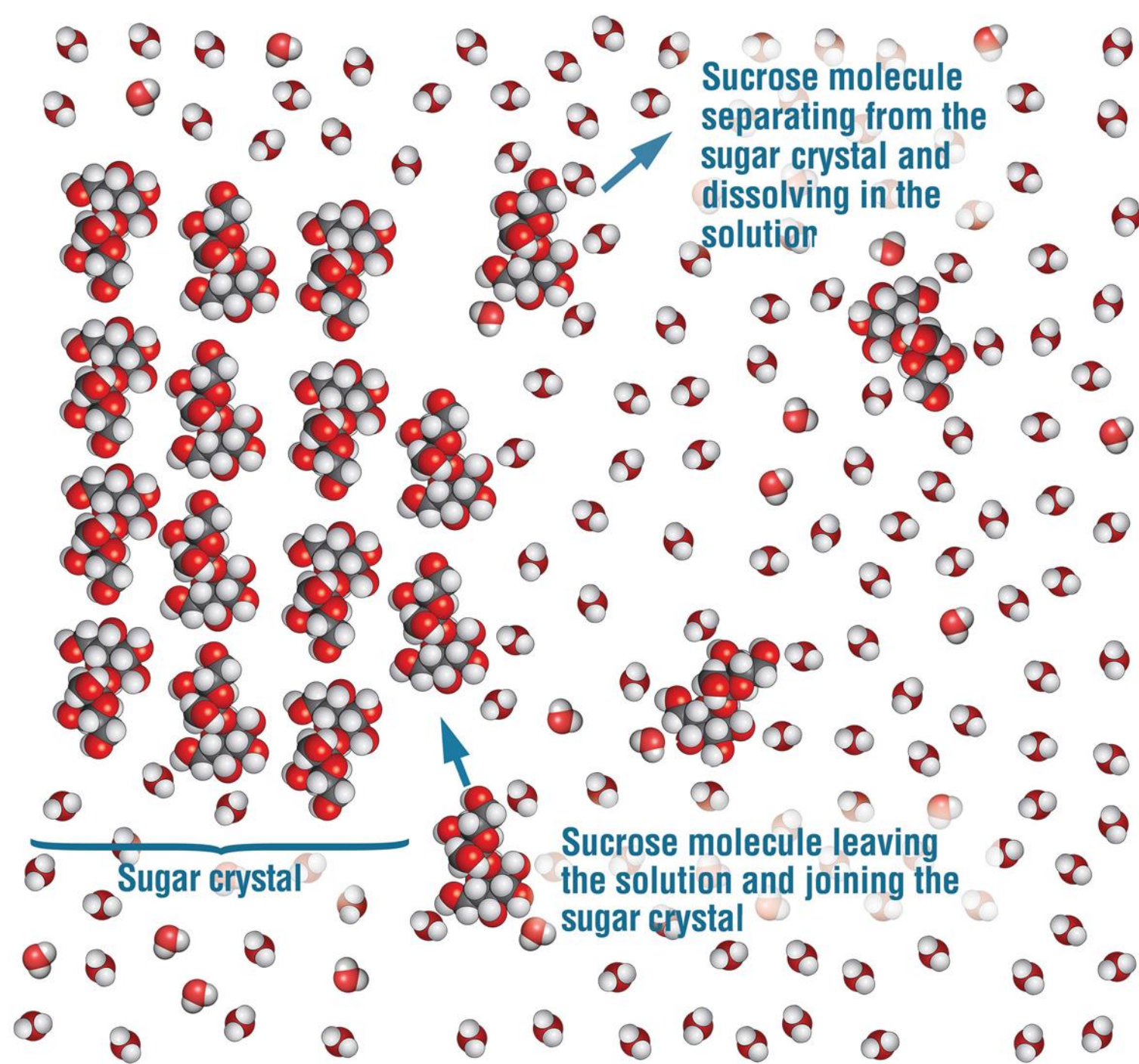


Make a plan for creating / breaking habits
Make the habits that will take to your goal. Break the habits that won't. Share this plan with at least 5 people that you daily see.

Thank you...



Sugar-Candy Model of community bonding ®



How does the candy-making process work?

- When sugar is added to water, some molecules separate from the sucrose and join with water molecules
- At one stage, the water cannot accommodate any additional molecules. In coming sugar crystals would keep settling down
- However, if the temperature of water is raised, it will start to form bonding with more molecules.
- When the temperature is cooled, the crystallization would happen and candies would form (the molecules in which would stay together longer and stronger). The crystals would come together and form bonds.
- Various methods of cooling produce various organizational structures.. Some with a very structured pattern, some not so much.
- Having additional ingredients will change the characteristics of the candies.